

Eating Out Trends - Brazil - August 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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“It is important that restaurants continue investing in innovation, both in the menu and its environment, to maintain consumers’ interest and build loyalty. Actions that improve the cost-benefit of eating out can be more important than promotional prices.”

Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Encouraging older consumers to eat out
- Using word-of-mouth marketing to attract new customers
- Creating modern restaurants

Brazil’s high unemployment rate has been affecting the eating out habits of Brazilians, as consumers tend to cook at home more often in order to save money. 18% of Brazilians who have eaten out and/or ordered takeout in the three months to May 2017 agree with the statement, “I’ve been eating out less in the past 12 months compared to previous years.”

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Consumer – What You Need to Know

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Abbreviations

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