

Yogurt - Brazil - November 2017

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“Brazil’s yogurt market has been affected by the economic recession and high production costs. However, the perception of yogurt as a healthful ingredient can be a good way to overcome the crisis. The category can gain space by expanding its portfolio of products, offering convenient options for different consumption occasions, and educating consumers about new usage possibilities.”

– Ana Paula Gilsogamo, Food and Drink Analyst

This report looks at the following areas:

- **Economic recession and price rise affect consumption**
- **Combined consumption can hinder the maturing of the category**
- **Difficulty in understanding the benefits of yogurts may damage the perception of added-value products**

Brazil’s yogurt market, which performed well in 2013 and 2014, has been affected by the economic recession and high production costs of recent years, especially in 2016 when market volume dropped dramatically (-10.7%). The category was expected to start recovering in 2017 as the economy and milk production costs gradually stabilized. According to Mintel, despite continuing to fall over the coming years, the category should show signs of improvement with at least smaller declines.

In the past two years brands have invested in new products focused on specific consumption occasions, such as breakfast and afternoon snack. The category still needs to mature and consolidate its position among Brazilian consumers however and become less dependent on prices and competing with other categories, such as snacks, desserts, and culinary ingredients, for example.

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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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Brands diversify their products by focusing on specific occasions

Yogurt with fruits and vegetables can appeal to the Brazilian consumer

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