

Healthy Eating Trends - Brazil - December 2017

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“Brazilians are gradually adopting healthy eating habits. However, despite the intention to limit the intake of salt, sugar, meat and carbohydrates, for example, the majority of consumers still don’t want to radically change their behavior. In this scenario, brands need to understand what consumers expect in terms of healthy eating habits in each category and consumption occasion.”

– **Ana Paula Gilsogamo, Food and Drink Analyst**

This report looks at the following areas:

- There are still barriers to some healthy eating habits
- Healthy eating is strongly associated with cooking at home

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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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Emergence of 100% organic markets and supermarkets

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Figure 2: "Eu Rastreio" campaign

The Consumer – What You Need to Know

Consumers are most likely to choose "healthy" on fish and meat categories

Brazilians are most likely to choose a "healthy" option for breakfast

Limiting the amount of salt is the main approach to healthy eating

Menus with greater variety can help consumers eat healthily

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Consumers are most likely to choose "healthy" on fish and meat categories

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Abbreviations

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