

Desserts & Sweets Consumption Habits - Brazil - February 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Despite growing health concerns related to food and drinks consumption, indulgence and flavor are still the most important attributes for the desserts and sweets category. When consuming these products, Brazilians are eager to find a moment of pleasure that improves their mood and emotional well-being”.

– Ana Paula Gilsogamo, Food and Drinks Analyst

This report looks at the following areas:

- Seen as non-essential, the category suffers with the economic insecurity
- Health concerns and high incidence of obesity and diabetes impose challenges

As desserts and sweets are not considered essential products, the category has been negatively affected by economic recession and the fall of consumers' purchasing power. According to the survey, 16% of consumers are eating cheaper desserts and/or sweets brands now compared to six months ago. The category has also been impacted by Brazilians' health concerns—30% of consumers limit the amount of desserts/sweets they eat as part of a healthy diet.

However, the category continues to be very important for consumers as it can offer moments of pleasure and emotional well-being. The survey shows 45% of consumers like to occasionally indulge in desserts/sweets, while 34% agree that having desserts/sweets improves their mood.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Desserts & Sweets Consumption Habits - Brazil - February 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

Challenges

Seen as non-essential, the category suffers with the economic insecurity

Health concerns and high incidence of obesity and diabetes impose challenges

Opportunities

Search for indulgence and emotional well-being brings opportunities

Health concerns can boost more healthful alternatives in the category

Consumption as a snack between meals can also be an opportunity

What we think

The Market – What You Need to Know

Economic situation and health concerns affect the category

Market Drivers

Inflation rate drops

Unemployment rate still high

Aging population

60% of Brazil's adult population is overweight

Increase in hypertension and diabetes incidence

Government plans to reduce sugar consumption

Change in labels includes allergenic and lactose content

Key Players – What You Need to Know

Arcor teaches consumers to prepare sweets and desserts

Fast food restaurants invest in unusual flavor combinations

Nestlé reduces sugar content without affecting flavor

Marketing Campaigns and Actions

Arcor teaches consumers to prepare sweets and desserts

Figure 1: Arcor Brazil's 'Magical Recipes' campaign, October 2017

Fast-food restaurants invest in unusual flavor combinations

Figure 2: 'Chocofritas' – Burger King

Figure 3: Sundae Bacon – Burger King

Figure 4: Cheese Bread with Nutella – McDonald's

Cacau Show invests in business models, expanding marketing options

Figure 5: Business Models – Cacau Show

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Desserts & Sweets Consumption Habits - Brazil - February 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Nestlé reduces the sugar content without affecting flavor

Who's Innovating?

Sweets and desserts for consumption on-the-go appeal to Brazilians

Figure 6: New product launches with "on-the-go" claim, top countries and Brazil, percentage of the total number of sweets and desserts* new product launches, January 2015-December 2017

Brazilians seek sweets and desserts with functional/nutritional benefits

Figure 7: New product launches with "functional/nutritional benefits", top 5 countries, percentage of the total number of sweets and desserts** new product launches plus Brazil, January 2015-December 2017

The Consumer – What You Need to Know

Investing in bakery desserts, cakes, and sweet pies represents opportunities for supermarkets' private labels

Consumption of sweets/desserts as a snack appeals to students

More healthful alternatives can attract Brazilians

Indulgent pleasure is very important for the category

Semi-ready products can boost consumption among younger women

Purchase Habits

Investing in bakery desserts, cakes, and sweet pies represents opportunities for supermarkets' private labels

Figure 8: Purchase habits, type of sweet/dessert per sales channel, January 2018

Premium ingredients can attract AB consumers to specialty stores

Figure 9: Purchase habits, type of sweet/dessert per sales channel, January 2018

Figure 10: Ofner's 'Festival de Brigadeiro' campaign

Sweet drinks associated with well-known brands can appeal to men

Figure 11: Purchase habits in restaurants when having a meal, by age and gender, January 2018

Factors of Choice

Special offers and promotions can be important to launch new flavors

Figure 12: Factors of choice, January 2018

Figure 13: 'Doughnuts, popcorn, action!' – Krispy Kreme and Cinemex

More healthful options in individual packages can attract those aged 35+

Figure 14: Factors of choice, by age, January 2018

Consumption of sweets/desserts as a snack appeal to students

Figure 15: Factors of choice, satisfies hunger, by working situation, January 2018

Consumption Habits

More healthful alternatives can appeal to Brazilians

Figure 16: Consumption habits, January 2018

Teaching easy sweet/dessert recipes can be an opportunity

Figure 17: "Cook This Page" – IKEA

Figure 18: 'Cook This Page' – IKEA

Offering small-sized portions of sweets and desserts can help specialty stores to overcome the price barrier and appeal to those aged 16-34

Figure 19: Consumption habits, by age, January 2018

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Desserts & Sweets Consumption Habits - Brazil - February 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Behaviors toward Desserts and Sweets

Indulgent pleasure is still very important for the category

Figure 20: Behaviors toward desserts and sweets, January 2018

Associating desserts/sweets with emotional well-being

Special editions and seasonal products can appeal to AB consumers

Figure 21: Behaviors toward desserts and sweets, by socioeconomic group, January 2018

Figure 22: Zombie Frappuccino – Starbucks

Figure 23: Unicorn Frappuccino – Starbucks

Interest in Innovation

Investing in international sweets/desserts can be an opportunity

Figure 24: Interest in innovation, January 2018

Brazilians want sweets/desserts with typical Brazilian flavors

Figure 25: Interest in innovation, by type of dessert purchased in the last six months, January 2018

Semi-ready products can boost consumption among younger women

Figure 26: Interest in innovation, by gender and age, January 2018

Appendix – Abbreviations

Abbreviations

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com