

Desserts & Sweets Consumption Habits - Brazil - February 2018

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

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“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.

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Nestlé reduces the sugar content without affecting flavor

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Figure 18: 'Cook This Page' – IKEA

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