

Snacking Consumption Habits - What Innovations Consumers Want & Opportunities for the Industry - Brazil - January 2019

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“One of the main challenges for the snacks market in the coming years is reducing salt and sugar content from products (due to legal requirements and consumer demand) while keeping an attractive taste.”
– **Marina Ferreira – Food and Drinks Specialist**

This report looks at the following areas:

- **The agreement aimed at reducing sugar levels of industrialized food brings the challenge of developing tasty products**
- **Change in nutrition labeling can impact consumer behavior**

Agreements signed by the industry with the government for the reduction of substances such as salt and sugar in food products, as well as the likely change in legislation on food labeling will affect companies and may also change the consumer behavior.

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DID YOU KNOW?

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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New proposal on nutrition labeling can change consumer behavior toward industrialized products

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Dollar oscillation requires attention from the snack market

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Brazil stands out with snacks made of cassava and other roots

Nestlé launches its first product using an innovative technique that reduces added sugar content

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Pharmacy chain launches its own brand of snacks that promises physical and emotional benefits

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