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# Yogurt: Incl Impact of COVID-19 - Brazil - October 2020

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This report looks at the following areas:

- How the COVID-19 outbreak affects consumer behavior and the yogurt market
- How the market will perform in the post-COVID-19 period
- Consumer behaviors, attitudes and perceptions
- Consumption of products in the yogurt category
- Launches and consumer interest in innovations

During a recession, the yogurt category must adapt to offer consumers more affordable options. However, due to the COVID-19 outbreak, yogurts containing ingredients that boost immunity have a good opportunity to attract new consumers. Products with indulgent flavors can grow their consumer base as well, as Brazilians are seeking food that brings them comfort and moments of pleasure to help them cope with anxiety. Since the relaxing of social distancing rules, demand for products with health and fitness claims, such as "helps improve performance in physical activities," should start increasing again because many Brazilians will try to get back to the physical shape they were in before the outbreak.



"The yogurt category, like other nonessential items in Brazilians' shopping lists, will have to face a challenging market due to the economic crisis. Brands should try to offer more affordable options and invest in immunity and health claims in order to minimize the impact of the crisis on the category."

**– Laura Menegon, Food and Beverage Junior Analyst**

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- **New labeling rules represent a challenge for the whole category**

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## COMPANIES, BRANDS AND INNOVATIONS – WHAT YOU NEED TO KNOW

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