

# Impact of COVID-19 on Food and Drink - Brazil - June 2020

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## This report looks at the following areas:

Consumers have been cooking at home more often, paying more attention to nutrition information and favoring healthier food options. They are much more aware of food hygiene and safety, and they understand how eating habits are connected with physical and mental health. Social experiences are also playing a bigger role, as consumers realize their purchasing choices are also a social and ethical decision, capable of supporting the local economy.



**"The COVID-19 outbreak has greatly impacted the food and drink category. The worsening of economic conditions pushes both the industry and consumers to adapt to the next normal, where consumers are not only constrained by their budgets but are also more critical and informed about food choices."**

**– Ana Paula Gilsogamo,  
Senior Food & Drink Analyst**

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