

Foodservice - Brazil - January 2021

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This report looks at the following areas:

Making sure its processes meet expectations regarding hygiene levels and social and environmental responsibility is paramount. The growing demand for healthier foods should also be taken into consideration, as well as the search for indulgence and authenticity on special occasions. This is true for both delivery services and physical stores, since now more than ever the foodservice experience goes far beyond the physical space of the restaurant.

- The impact of COVID-19 on Brazil's foodservice industry
- Brazilian consumers' habits and attitudes toward foodservice
- Consumption and perceptions by type of restaurant
- How the eating out/ordering for delivery habits has changed during the COVID-19 pandemic
- Comfort and frequency of eating inside and outside restaurants and bars during the pandemic
- Habits and expectations that consumers intend to maintain even after the COVID-19 pandemic
- Demands and interests of consumers who follow healthy diets



“Due to the challenges imposed by the COVID-19 pandemic, the foodservice industry needed, and still needs, to reinvent itself. In addition to a quick adaptation to delivery services and to new consumer routines, the category also needs to deal with tighter household budgets.”

– Ana Paula Gilsogamo, Food and Drink Senior Analyst

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