

Cooking Habits - Brazil - 2021

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This report looks at the following areas:

- Analyst perspective for the cooking habits category for the next 1-2 years (next) and for the next 3-5 years (future).
- Profile of the consumer who cooks at home
- COVID-19 impact and post-COVID intentions
- Essential ingredients when cooking at home
- Motivations for cooking at home
- Ways to cook at home, habits and attitudes

High prices and tight budgets are the main motivators for Brazilians to cook at home. This has also led consumers to adapt their cooking and eating habits in search of more affordable options. Solutions that do not make everyday meals more expensive and that offer greater convenience and added health benefits tend to gain attention and space in the consumer's shopping list.



“High prices and tight budgets has led consumers to adapt their cooking and eating habits in search of cheaper options. Solutions that do not make everyday meals more expensive and that offer greater convenience and added health benefits tend to gain attention and space in the consumer's shopping list.”
– Ana Paula Gilsogamo, Food and Drink Senior Analyst

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- **New Anvisa rules for whole food**

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