

# Milk and Milk Alternatives - Brazil - 2022

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## This report looks at the following areas:

- Consumption by type of milk and milk alternatives
- Milk alternatives choice drivers
- Milk and milk alternatives perception
- Interest in innovation in milk and milk alternatives

Despite being an essential item in the Brazilian consumer's diet, the milk category has been losing ground on the consumer's shopping list due to frequent price increases. To reinforce its importance, marketers need to reiterate the category's nutritional importance and focus on innovations in healthiness, convenience, taste and cost. The price of milk alternatives also continues to be a barrier. Companies must keep investing in new solutions to meet more consumption occasions and offer more affordable products to expand consumption beyond niche markets.



“Although milk is an essential item in the Brazilians’ diet, consumption has been negatively impacted by frequent price surges. To reinforce its value, marketers need to highlight the category’s nutritional importance and invest in greater diversification in terms of healthiness, indulgence and cost.”

– **Ana Paula Gilsogamo,**  
Food and Drink Senior  
Analyst – Latam

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