

Bakery - Brazil - 2022

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This report looks at the following areas:

- What are the main barriers to the consumption of baked goods
- How the search for better health impacts consumer preferences
- Consumer behaviors toward the consumption of baked goods
- Preferred types, flavors and textures of baked goods
- Behaviors adopted – or not – to save money

Baked goods are part of Brazilian consumers' basket of essential products, even amid an economic crisis. However, consumers are trying to save money, migrating within the category to cheaper versions without giving up on flavor, a fundamental attribute for many of them.



"Amidst health concerns and an economic crisis, Brazilian consumers have adapted their consumption of baked goods. However, the strong cultural connection to the category makes them favor taste and consume baked products as a treat."

– Laura Menegon, Food and Drink Analyst

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