

Food & Beverage Retailing - Brazil - 2023

Report Price: £3265 | \$4495 | €3940

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This report looks at the following areas:

- Food/drinks purchase
- Food/drinks purchase channel
- What motivates Brazilian consumers to choose a particular food and drink purchase channel
- Strategies to cope with rising food and drink prices
- Food and drink purchase habits in physical and online retail

Several factors have led food and drink inflation to soar in 2022, especially in the food at home segment. As the COVID-19 pandemic leaves the spotlight, the focus is back on price and convenience.

To cope with rising prices, Brazilian consumers have made smaller and more frequent purchases, favoring local commerce, have changed their food and drink consumption habits and have used loyalty programs. In addition, consumers demonstrate interest in bulk sales and digital services/options that bring more convenience.



“With more frequent visits and smaller purchases, retailers need to adapt to accommodate a larger number of customers and create a pleasant and practical environment, so consumers don’t spend too much time inside the store. They show interest in the use of technology, as well as in retailers that offer sustainable options and services.”

– Ana Paula Gilsogamo, Food and Drink Senior Analyst

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