

# Foodservice - Brazil - 2023

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## This report looks at the following areas:

- Forms and frequency of consumption in foodservice
- Motivations for choosing a foodservice outlet
- Interest in new experiences in physical stores
- Consumption occasions
- Price-focused consumption changes

The foodservice category was heavily impacted by the COVID-19 pandemic but has bounced back. Nevertheless, the industry finds a consumer who is eating out less often and who is looking for a slightly cheaper diet, favoring more affordable restaurants and menu items. Entertainment, cooking experiences, healthy food, customized options and fast service are essential to win Brazilian consumers.



"The foodservice category was heavily impacted by the COVID-19 pandemic, but has managed to recover, and several chains are currently expanding operations. The main challenge now is rising prices, which have been forcing consumers to eat out less often and choose more affordable restaurants and dishes."

- Ana Paula Gilsogamo, Food and Drink Senior Analyst - Latam

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