

Ready Meals - Brazil - 2023

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This report looks at the following areas:

- Ready meal consumption type
- Consumption frequency
- Choice drivers
- Perceptions toward ready meals
- Attitudes and behavior

The Ready Meal category still has room to grow and develop in Brazil. Although most consumers have eaten some kind of ready meal, the frequency is relatively low.

Products such as frozen/refrigerated ready meals other than pizzas, sandwiches and meal kits have low penetration, despite being very convenient and easy to prepare.

With inflation on the rise in out-of-home consumption, brands have the chance to replicate the experience of eating in restaurants by developing products for a complete meal.



"The diversification of formats is important to meet both new habits, such as working from home, as well as the most varied meal occasions, such as breakfast out of home and special occasions at home, with the aim of winning space in foodservice and delivery services."

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

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