

Cheese - Brazil - September 2013

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“The cheese category in Brazil enjoys high penetration. However, this is mainly more traditional types of cheese. In addition to price this difference in consumption is due to the lack of consumers awareness of special types of cheese; however, this situation can be overturned with tasting strategies at points of sale.”

– Jean Manuel Gonçalves da Silva, Senior Food Analyst

This report looks at the following areas:

- How can the cheese category increase demand for special types of cheese?
- How can the cheese category position itself as a healthy category?
- What consumption opportunities can the cheese category still tap into?

In terms of health factors, the category has the advantage that four in 10 consumers consider cheese healthy, which highlights the fact that there is no need for health innovations to be very ambitious, since a large part of Brazilian consumers are not likely to want to change their habits to have a healthier life. Strategies communicating the health benefits of cheese can be better developed to strengthen the category's healthy positioning. Another opportunity is to expand the supply of cheese snacks in order to compete with other options of less healthy snacks.

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