

## Fast Food - Brazil - August 2013

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“Consumption of fast food in Brazil is extensive with nearly one in two Brazilians consuming this type of food. Major fast food chains can follow the lead of snack bars and use attributes typical of traditional Brazilian food to create more opportunities.”

– Jean Manuel Gonçalves da Silva, Senior Food Analyst

### This report looks at the following areas:

- What are the distinguishing features of snack bars that can be used by fast food chains
- How can fast food chains expand consumption occasions?
- What can fast food chains do to attract more low-income consumers to higher consumption frequencies?
- What can fast food chains do to attract consumers in socioeconomic group AB?

The market size in this report covers fast food and takeaway restaurants that have a restricted or set menu, limited seating, and offer takeaways, which account for a significant proportion of turnover. Market value is based on expenditure including sales tax in these outlets; market volume is based on numbers of outlets.

Fast food outlets include, for example, pizzerias, grills & hot dog bars, U.S. style, food sold in bars, street stalls/kiosks, self-service outlets, takeaway-only outlets, and fish & chip shops.

Excluded from the market size are: coffee houses/shops and other outlets where food sales account for only a small proportion of turnover; vending; canteens in institutions (schools, hospitals, etc.) and workplaces; bakers, sandwich shops, bagel & doughnut shops; full-service restaurants that generally have large menus and limited if any takeaway turnover and have waiter/waitress service.

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