

Ready Meals - Brazil - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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“Consumers continue to desire home-cooked meals but without the inconvenience of long preparation times. Meal kits can help boost the ready meal category as consumers can still use them to cook from scratch but spending less time.”

– **Andre Euphrasio, Research Analyst**

This report looks at the following areas:

- Innovation in packaging can help boost sales
- Expanding meal kits to bring in more consumers

Total Brazil retail sales of ready meals grew 5.1% in 2015 and are estimated to reach R\$1.85 billion in 2016 (a reduction of 6.6% compared to 2015). Looking ahead, sales are forecast to reach R\$1.8 billion by 2021.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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- Aging population can impact future sales

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