

Meal Occasions - Brazil - June 2017

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“Despite being cheaper, consumers also cook at home in order to eat healthier and control what goes into dishes. On the in-home celebrations side, hosting barbecues is the most popular type done by Brazilians. Young consumers do not feel as comfortable as their older counterparts and brands should help these young Brazilians to organize more in-home events.”

Andre Euphrasio, Research Analyst

This report looks at the following areas:

- Promoting healthy and energy boosting foods for breakfast
- Controlling ingredients for healthier meals
- Helping young consumers to host in-home celebrations

Report definition

This Report addresses consumer eating/drinking occasions within the home. The occasions covered are the regular meals such as breakfast, lunch, and dinner as well as special meals.

Special meals include celebrating a special occasion (eg a birthday), holding a dinner party, hosting a barbecue, a movie night in, or a “Saturday night in” as an alternative to going out.

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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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