

Ready Meals - Consumption Barriers and Drivers and What it Means for the Industry - Brazil - August 2019

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“To boost sales and consumption frequency in the ready meals category, brands and companies need to diversify the options of products offered. In addition to healthier alternatives made with ingredients well-known by consumers, it is essential to offer a greater variety of flavors, local and international and convenient formats, the main consumption driver when it comes to ready meals.”
– Ana Paula Gilsogamo, Food and Drink Specialist

This report looks at the following areas:

- Ready meals have the challenge of boosting consumption frequency
- Some subcategories have greater difficulty in attracting consumers
- Price is one of the main consumption barriers
- Health concerns and use of preservatives affect the category

Brazil’s ready meals market still has a long way to go in order to expand its participation in the daily life of consumers, both in terms of its subcategories’ sales performance and overall consumption frequency. The main consumption barriers include price and seasoning. Brazilian consumers have an interest in customizing their meals and using their own seasoning. In addition, healthy trends and the diversification of formats should also impact the market.

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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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