“As consumers demonstrate certain resistance in trying new restaurants and dishes, the foodservice category has the challenge of expanding its reach beyond pizzerias and snack bars, as well as increasing consumption frequency in general.”

– Ana Paula Gilsogamo, Food and Drink Senior Analyst

This report looks at the following areas:

- High food prices should impact eating habits
- Payment options affect the market, as credit card is a barrier
- Health concerns drive consumption choices
- Restaurants other than pizzerias and snack bars have the challenge of expanding penetration among Brazilians
- Brazilians tend to visit the same places and order the same menu items
- Healthier versions of popular dishes can boost consumption at home among Baby Boomers
- Delivery apps with filters that facilitate specific searches can stand out
- Options that streamline ordering and pickup can increase consumption frequency
- There is space to invest in pet-friendly restaurants

Many Brazilians (39%) tend to eat out/order take out from the same places and order the same menu items, an indication they are not likely to risk and try a new dish or a new restaurant. In addition, with the exception of pizzerias and snack bars, most foodservice locations have low penetration in the country. Boosting consumption frequency is also a challenge for the majority of restaurants, as well as delivery services, including delivery apps. High food prices and health and safety concerns create additional barriers. The foodservice category, therefore, needs to offer a wider range of options, such as more healthful dishes, additional services such as free wi-fi and more convenience. The goal is to attract new consumers as well as boost consumption frequency.
Foodservice - Brazil - February 2020

Table of Contents

Overview
  What you need to know
  Definition

Executive Summary
  Challenges
  High food prices should impact eating habits
  Payment options affect the market, as credit card is a barrier
  Health concerns drive consumption choices
  Restaurants other than pizzerias and snack bars have the challenge of expanding penetration among Brazilians
  Figure 1: Eating out habits – Brazil, November 2019
  Brazilians tend to visit the same places and order the same menu items

Opportunities
  Healthier versions of popular dishes can boost consumption at home among Baby Boomers
  Delivery apps with filters that facilitate specific searches can stand out
  Options that streamline ordering and pickup can increase consumption frequency
  There is space to invest in pet-friendly restaurants
  What we think

Market Drivers
  High food prices should impact eating habits
  Figure 2: Brazil’s Extended National Consumer Price Index, eating at home and eating out, monthly variation – November 2018 to November 2019
  Beef price surge should affect foodservice
  Meat alternatives boom lands in Brazil
  Payment options affect the market as credit card is a barrier
  Health concerns drive consumption choices
  Insecurity may encourage the use of delivery apps

Key Players – What you need to know
  Category invests in plant-based meat alternatives
  Fotawa delivery app helps consumers find time for lunch

Marketing Campaigns and Actions
  Category invests in plant-based meat alternatives
  Figure 3: Rebel Whopper
  Méqui 1000 stands out with unique experience and menu items
  Figure 4: Mc Home
  Ana Maria orders iFood during her TV show
  Outback launches series to show its work "behind the scenes"
  Figure 5: OutBackstage

BUY THIS REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533  |  Brazil 0800 095 9094
Americas +1 (312) 943 5250  |  China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100  |  EMAIL: reports@mintel.com
Foodservice - Brazil - February 2020

Case Studies

Fotawa delivery app helps consumers find time for lunch
- Figure 6: Fotawa app
- Figure 7: Fotawa app
- Figure 8: Fotawa app

Burger King delivers food to drivers stuck in traffic
- Figure 9: Eating out and delivery order frequency – Brazil, November 2019

The Consumer – What you need to know

- Offering free wi-fi can be a differential for restaurants
- Apps can create quality seals to appeal to those aged 35+
- Credit card is the main barrier to the use of delivery apps
- Premium ingredients and a detailed description can attract consumers aged 55+
- Adopting sustainable delivery packaging can be the first step

Eating Out and Delivery Order Frequency

- Offering free wi-fi can be a differential for restaurants
- Figure 10: Eating out and delivery order frequency – Brazil, November 2019
- Figure 11: Attitudes and behaviors, by foodservice location – Brazil, November 2019
- Options that streamline orders and pickups can increase the consumption frequency
- Figure 12: Eating out and delivery order frequency – Brazil, January 2019
- Healthier versions of popular dishes can boost consumption at home among Baby Boomers
- Figure 13: Eating out and delivery order frequency, by generation – Brazil, November 2019
- Figure 14: Eating out habits, by generation – Brazil, November 2019

Reasons to Use Delivery Apps

- Delivery apps with filters that facilitate specific searches can stand out
- Figure 15: Reasons to use delivery apps – Brazil, November 2019
- Figure 16: OpenTable Matchmaker
- Unique experiences can encourage men aged 35+ to use delivery apps
- Figure 17: Reasons to use delivery apps, by gender and age group – Brazil, November 2019
- Figure 18: Pay Per Beer campaign
- Apps can create quality seals to appeal to those aged 35+
- Figure 19: Reasons to use delivery apps, by age – Brazil, November 2019
- Figure 20: iFood Gourmet, iFood Selection, The Best of iFood

Barriers to Use of Delivery Apps

- Credit card is the main barrier to the use of delivery apps
- Figure 21: Barriers to use of delivery apps – Brazil, November 2019
- Men feel more insecure receiving delivery from strangers
- Figure 22: Barriers to use delivery apps, by gender – Brazil, November 2019
- Apps can offer options to those who live alone

BUY THIS REPORT NOW
Figure 23: Barriers to use delivery apps, by housing status – Brazil, November 2019

**Reasons for Trying a New Dish**

- **Brazilians tend to visit the same places and order the same menu items**
  - Figure 24: Attitudes and behaviors – Brazil, November 2019

- **Social media is more likely to influence consumers in the North region**
  - Figure 25: Reasons for trying a new dish, by region – Brazil, November 2019
  - Figure 26: Colonel Sanders

- **Premium ingredients and a detailed description can attract consumers aged 55+**
  - Figure 27: Reasons for trying a new dish, by age group – Brazil, November 2019
  - Figure 28: FoodStory 3D

**Attitudes and Behaviors**

- **Adopting sustainable delivery packaging can be the first step**
  - Figure 29: Attitudes and behaviors – Brazil, November 2019
  - Figure 30: Uber Eats

- **There is space to invest in pet-friendly restaurants**
  - Figure 31: Cãolorado beer

- **Vegetarian options appeal to women aged 35+**
  - Figure 32: Attitudes and behaviors, by gender and age group – Brazil, November 2019

**Appendix – Abbreviations**

**Abbreviations**