

October 2023

Cooking Habits - Brazil

"The inflation slowdown has allowed consumers to purchase ingredients that had been cut from the shopping basket, even though they are still looking to save money. Even with the return of face-to-face activities, Brazilians continue to favor the consumption of home-cooked meals, increasing the demand for ingredients and kitchen utensils ...

September 2023

Ready Meals - Brazil

"The diversification of formats is important to meet both new habits, such as working from home, as well as the most varied meal occasions, such as breakfast out of home and special occasions at home, with the aim of winning space in foodservice and delivery services."

August 2023

Vitamins, Supplements & OTC - Brazil

"The COVID-19 pandemic led to a greater prioritization of physical and mental health, which means that vitamins, supplements and OTCs have become essential items for maintaining healthy habits. As the wellness discussion broadens and includes issues such as hormonal and sexual health, manufacturers have the opportunity to develop innovations that ...

May 2023

Foodservice - Brazil

"The foodservice category was heavily impacted by the COVID-19 pandemic, but has managed to recover, and several chains are currently expanding operations. The main challenge now is rising prices, which have been forcing consumers to eat out less often and choose more affordable restaurants and dishes. Expanding the menu with ...

Food & Beverage Retailing - Brazil

"With more frequent visits and smaller purchases, retailers need to adapt to accommodate a larger number of customers and create a pleasant and practical environment, so consumers don't spend too much time inside the store. Consumers show interest in the use of technology, as well as in retailers that offer ...

April 2023

Snacking Consumption Habits - Brazil

"Snacks have been gaining importance in the routine of Brazilian consumers, either by offering a pleasant and relaxing moment in the middle of the day or by replacing a meal out of home. Brands should seek to provide products with the desired benefits for each consumption occasion, offering nutrition and ...

January 2023

2023 F&D Trends - Latam - Brazil

The following four LATAM trends aim to spotlight the most relevant of the eight Mintel Food and Drink global trends for the region, based on the local context and consumers' habits, preferences and demands. They are: Savvy Sustenance, Adaptable Cooking, Unguilty Pleasure and The Worth of Water.

Upcoming Reports

Desserts & Sweets Consumption Habits - Brazil - 2023

Food & Beverage Packaging Trends - Brazil - 2023