

December 2022

Yogurt - Brazil

"Brazilian consumers have adapted their yogurt consumption habits as a result of high inflation. However, the search for a healthier lifestyle and for foods with healthy claims but that still offer a certain indulgence maintains the interest in and consumption of the category."

Bakery - Brazil

"Amidst health concerns and an economic crisis, Brazilian consumers have adapted their consumption of baked goods. However, the strong cultural connection to the category makes them favor taste and consume baked products as a treat."

– Laura Menegon, Food and Drink Analyst

November 2022

Healthy Eating Trends - Brazil

"Price, lack of options when dining out, and social occasions are the main reasons consumers diverge from healthy eating habits. In this context, the category has the challenge of offering more diverse, inclusive and convenient options. While weight concerns remain important, they are giving way to worries about mental and ...

August 2022

Chocolate - Brazil

"Ainda que os consumidores estejam com um orçamento apertado, o consumo de chocolate traz relaxamento, recompensa e momentos prazerosos, o que os estimula a consumir chocolates, ainda que de marcas mais baratas ou com menor frequência."

July 2022

Foodservice - Brazil

"Brazil's foodservice category has been one of the most impacted by the COVID-19 pandemic and now faces the challenges brought by high food prices and low purchasing power. In this context, the category needs to offer a positive experience regardless of the sales channel – delivery, take away, drive-thru or ...

June 2022

Animal Protein and Alternatives - Brazil

"The rise in meat prices, especially beef, has led most consumers to look for more affordable substitutes, such as chicken, pork and eggs, as well as cheaper cuts and offal. Brands can invest in kits, promotions and formats that make animal protein and its alternatives less expensive, without losing quality ...

May 2022

Ice Cream - Brazil

"Brazilian consumers are very interested in innovations in the ice cream category and at the same time very loyal to their favorite brands. Therefore, ice cream brands must continue to invest in innovation to keep consumers' attention and meet their demands for healthier and more affordable products."

March 2022

Snacking Consumption Habits - Brazil

"The new routine imposed by the COVID-19 pandemic favored the consumption of snacks, leading to a sales growth in the category. After two years of pandemic, health and economic concerns have generated changes in consumer behavior, as they have been trying to reduce snack consumption to control calorie intake and ...

February 2022

Cheese - Brazil

"The cheese category still has plenty of room to innovate in the Brazilian market, but consumers' tight budget and conservative taste are a significant barrier, as they favor familiar and smooth flavors, avoiding expensive non-essential products that may not please them. Plant-based cheese still has a long way to go ...