

November 2019

Vitamins and Supplements - Brazil

“As technology advances and electronic devices and mobile apps become part of everyday life (eg, monitoring the quality of sleep, physical exercise and calorie intake), consumers are likely to be even more proactive when it comes to understanding their own needs. This may boost the consumption of vitamins and supplements ...

October 2019

Healthy Eating Trends - Brazil

“In addition to physical wellbeing, consumers buy healthy food and drinks in order to have the benefits of mental/emotional wellbeing and healthy aging. Brands and companies need to develop products that meet these demands, making them more democratic, since Brazilians from all socioeconomic groups already understand that eating healthy ...

August 2019

Ready Meals - Brazil

“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, which ...

July 2019

Food & Beverage - Packaging Trends - Brazil

“Plastic is the main villain when it comes to packaging. There is, however, much more to be discussed by the sector. As part of the purchasing and consumption experience, brands and companies must be aware of issues such as the use of inputs, management of food waste, health concerns, changes ...

May 2019

Meal Occasions - Brazil

"In addition to price, healthy attributes and convenience are important influencing factors when it comes to meal occasions, especially on weekdays. There are many opportunities, therefore, to develop and offer options for lunch boxes, delivery services, easy-to-prepare meals and on-the-go products, shortening the gap between ingredients, food services and ready ...

April 2019

Desserts & Sweets Consumption Habits - Brazil

"As the initial discussion on being healthy or indulgent has passed, the category begins to realize there are many ways of providing healthy attributes and benefits to different types of consumers and consumption occasions without necessarily losing flavor. It is important to bear in mind, however, that many times the ...

March 2019

Eating Out Trends - Brazil

"There has been an increase in consumer spending on eating out in Brazil in recent years. However, the unfavorable economic scenario, the high prices, the expansion of delivery services, and the consumers' health concerns impose some challenges. The market has become more competitive, with a special focus on promotions, healthy ...

Cookies and Crackers - Brazil

"The agreement signed between the food and drinks industries and the Ministry of Health aimed at reducing sugar levels of products, as well as the necessity to include warnings on packages about the use of potentially harmful substances, such as sugar, sodium, and saturated fats are impacting the sector, as ...

February 2019

Snacking Consumption Habits - Brazil

"One of the main challenges for the snacks market in the coming years is reducing salt and sugar content from products (due to legal requirements and consumer demand) while keeping an attractive taste. Agreements signed by the industry with the government for the reduction of substances such as salt and ...