

December 2019

Food & Beverage Retailing - Brazil

“The Brazilian consumer has been using online retail channels to buy food and drinks more often, but there are still some barriers related to choice and delivery method keeping customers away. The entry of new and major players in this segment, in addition to the rapid implementation of solutions that ...

Healthiness & Sustainability - Brazil

“Most Brazilians claim to have or to be adopting a healthy lifestyle, largely because their growing health problems force them to make this change. Not only the physical aspect but also emotional wellbeing has become an important part of a healthy lifestyle, as many claim to be feeling stressed. Healthiness ...

October 2019

Alcoholic Drinks Consumption Habits - Brazil

“As consumers drink alcoholic beverages less often due to their financial instability and health concerns, the category needs to offer more competitive products, either by focusing on price and promotions or delivering products with higher added value that bring innovations in terms of flavor, appearance and consumption experience, or in ...