

Foodservice - Brazil - January 2020

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“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.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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