

December 2015

Healthy Eating Trends - Brazil

"Although Brazil's economic stagnation brings an unfavorable scenario, some elements can boost the healthy food market's growth. The aging population creates new demands for products that have additional nutritional benefits, and the prevalence of health problems such as hypertension and diabetes make Brazilians seek products with less sugar and sodium ...

Supermarkets and Hypermarkets - Brazil

"The food and drink retailing sector in Brazil is highly competitive, dynamic, and fragmented. Brazilians can choose from local street markets to huge wholesalers, and they will favor those that can offer the best price and customer service."

– **Andre Euphrasio, Research Analyst**

November 2015

Yogurt - Brazil

"Market opportunities go beyond trying to find the "next Greek yogurt" – with so many innovations that can be used in yogurts, the category could rise above the economic crisis and keep consumers' loyalty."

– **Naira Sato, Food and Drinks Analyst**

October 2015

Cookies and Crackers - Brazil

"The cookies and crackers category has high penetration among Brazilian consumers, with 96% of Brazilians eating any type of cookie/cracker."

September 2015

Eating Out Trends - Brazil

"The economic downturn has already started affecting Brazilian's eating out habits, but more than focusing on price alone, it is important that the foodservice sector is aware that low price does not necessarily guarantee consumers' loyalty. Many consumers consider eating out as a leisure activity, a way to get out ...

August 2015

Bread and Baked Goods - Brazil

“The bread and baked goods market is still developing as consumers are eating more packaged bread although not necessarily eating less freshly baked bread from bakeries. Companies must invest in innovation, especially those regarding flavors and freshness.”

Andre Euphrasio, Research Analyst

June 2015

Ice Cream - Brazil

"The investments made in 2014 will continue to have an impact on market growth in the next few years, especially through higher-priced products, such as premium/gourmet ice creams, and/or ice creams with healthy claims."

– **Naira Sato, Food and Drinks Analyst**

April 2015

Salty Snacks - Brazil

"The salty snacks category has great potential to continue growing in the country, both from consumers' and the industry's point of view. This is because consumers are increasingly pressed for time, prioritizing quick foods, such as salty snacks, and the industry, influenced by sporting events taking place in Brazil, is ...

March 2015

Processed Meat - Brazil

“Although consumption is increasing, Brazilians still eat much more raw meat than its processed counterpart. Brazilians are consuming more, and price plays a crucial role when purchasing processed meat. Offering new flavors in familiar formats, such as burgers and sausages, could tempt consumers to buy even more.”

– **Andre ...**