

CONSUMER RESEARCH:

PLANT-BASED MARKET - BRAZIL



THE
GOOD FOOD
INSTITUTE



Plant-Based Proteins: Here to Stay

The plant-based protein market is growing exponentially in Brazil, with products launching in natural food stores, big retailers, and even corner shops. The Good Food Institute (GFI) partnered with Snapcart to better understand the potential of these new products. Together, GFI and Snapcart conducted a survey designed to help us fully grasp the habits of Brazilian consumers when it comes to plant-based food products. We also examined consumer reasoning associated with adopting a diet free of animal products. Over nine thousand people took part in the survey. The pool of participants consisted of people who don't eat animal products (vegetarians, here including vegans) and people who are reducing the intake of such products (reducetarians) from all 5 regions of the country. The results show a tendency to decrease the consumption of meat, egg and dairy among Brazilians.

Why Brazil?

Brazil has one of the largest animal agriculture industries in the world, and even though its GDP per capita is much lower, it consumes only 0.4 pounds less meat per capita [than the United States](#) annually. The Brazilian animal agriculture industry is well known for its domestic environmental issues, such as deforestation in the Amazon rainforest and Cerrado savannah ecoregion. More than 70% of the Amazon's deforestation can be attributed to clearing land to raise cattle or to grown animal feed. Due to the large numbers of animals in Brazil, the country is also among the [top global emitters](#) of methane, one of the most potent greenhouse gases.

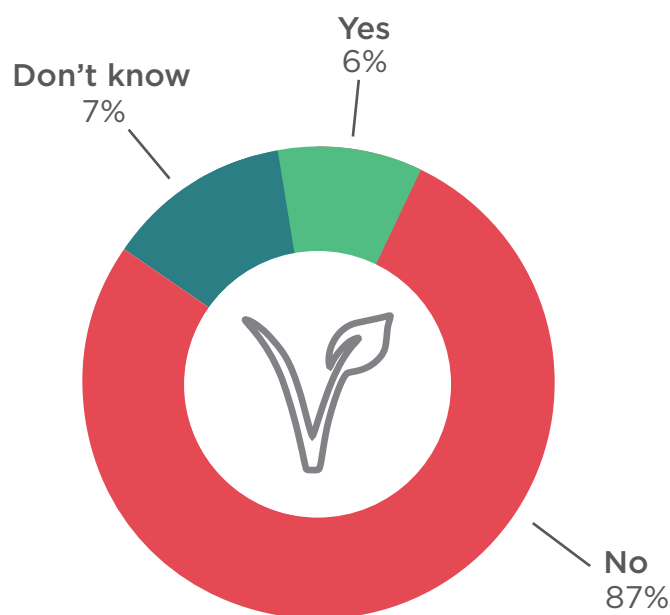
At the same time, Brazil is considered the [5th most important market](#) in the healthy food industry worldwide. Moreover, the market in Brazil grows at a rate of 20% per year, while the global average is 8%. Even though the Brazilian market is relatively new, the number of people who consider themselves vegan or vegetarian is already comparable to the number in countries where the market is long-established. Consequently, Brazil needs to develop food technology that allows it to keep pace with the global trends that are revolutionizing the food industry.

Expanding a substantial market

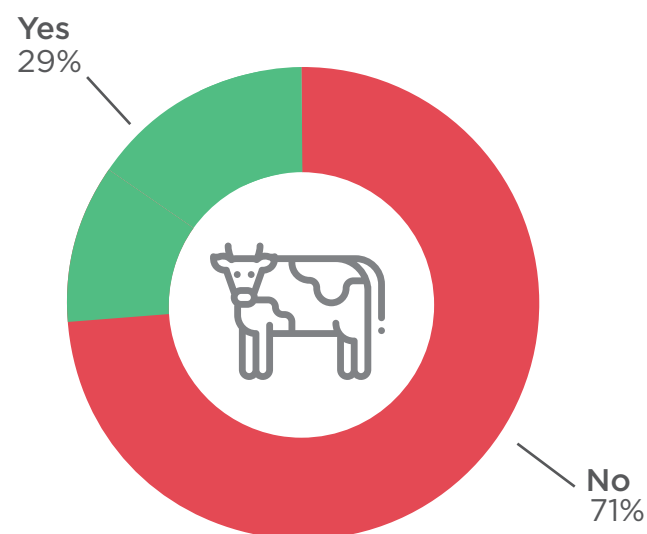
The number of Brazilians respondents who said they were lowering their intake of animal food products is comparable to what we would expect to see in countries with a well-developed plant-based industry. When asked about their views associated with reducing their consumption of animal products, the vast majority responded that they wish to reduce their consumption because of the perceived negative impact of animal products on their health. 29% of participants have already reduced or wish to reduce their consumption of animal products. These numbers demonstrate that a good percentage of people are familiar with the benefits of reduced consumption of animal products and are interested in changing their behavior as a result.

Our results also indicate that even those who don't choose to stop eating meat altogether might still be open to rethinking their eating habits. Even a small shift away from meat consumption has major implications: Brazil has a large population and its market potential for plant-based alternatives is vast.

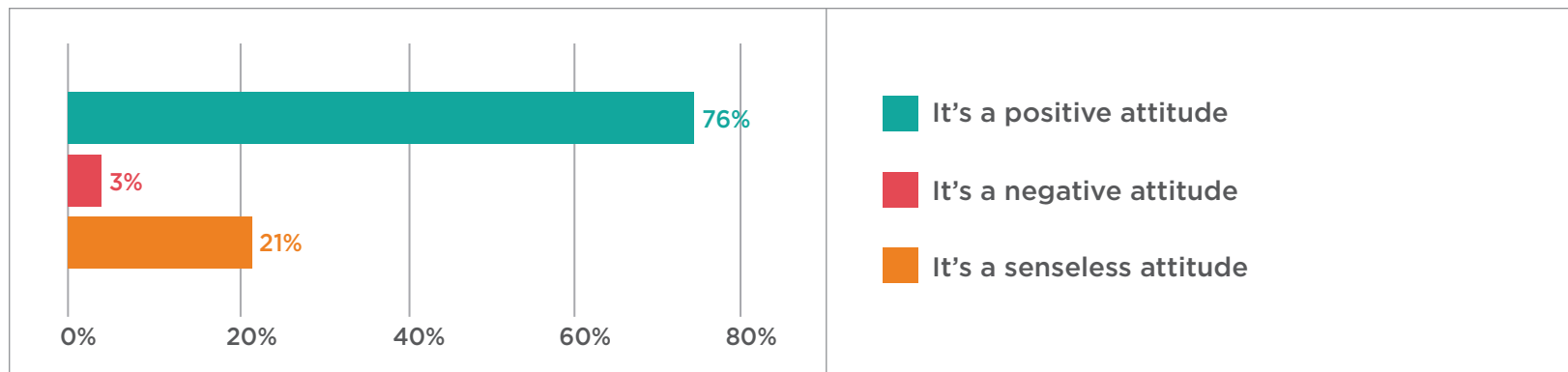
Do you consider yourself vegan or vegetarian?



Do you reduce or wish to reduce the consumption of animal products (meat, fish, milk, eggs, etc)?



What's your opinion about people that reduce the consumption of animal products?



Source: Snapcart. Produced by: The Good Food Institute



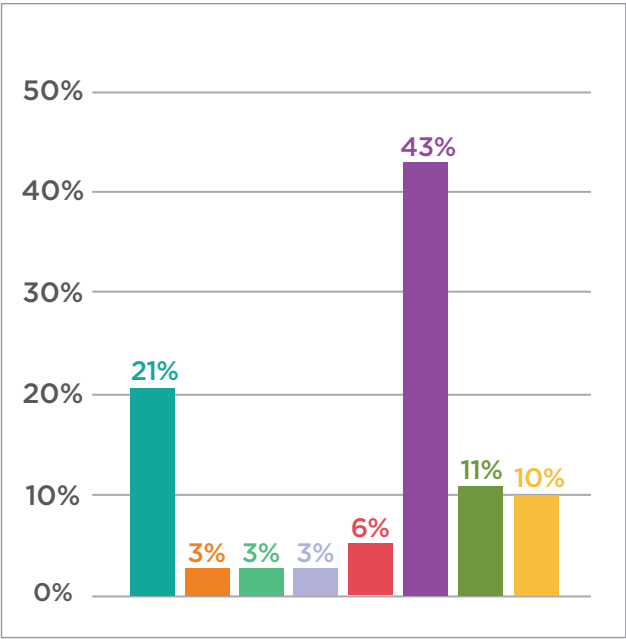
What are the reasons?

The survey also asked questions about the reasoning behind food choices made by both vegetarians and reducetarians. Participants from both groups had similar responses. The number one reason for reducing meat consumption among both vegetarians and reducetarians is health; combined with health restrictions, that response accounts for 54% of the answers from the vegetarian group and 70% from reducetarians.

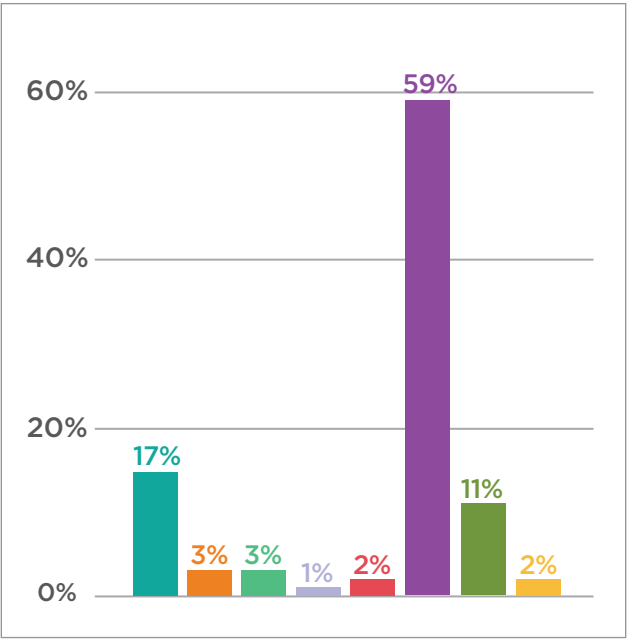
The second most common reason is concern for animal welfare, which was cited by 21% of vegetarians and 17% of reducetarians. All other concerns, such as environmental issues, family, ethical, religious and social reasons were cited by less than 5% of respondents in each group.

These responses indicate that the best way to attract consumers to plant-based products is by aligning marketing with the current trend towards healthy food consumption. It might also prove effective to highlight the health benefits that plant-based products have compared to the animal-product equivalents.

Vegetarians



Reducing



Source: Snapcart. Produced by: The Good Food Institute



Grocery shopping

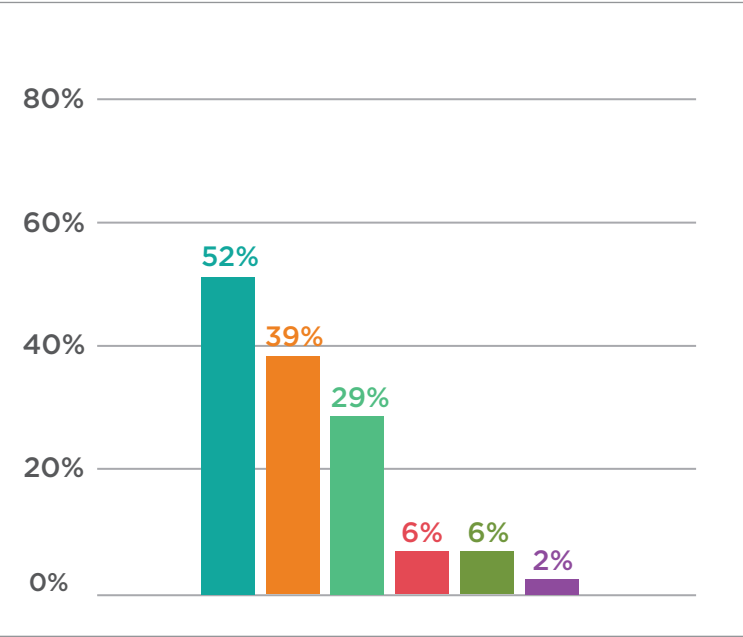
When asked where they usually purchase plant-based alternatives, vegetarians and reducetarians offered similar answers: most of the participants buy food at big retailers. Specialty shops, either physical or online, that focus on plant-based alternatives accounted for less

than 10%. These answers indicate that consumers prioritize convenience when it comes to grocery shopping, and prefer stocking their pantry in one place.

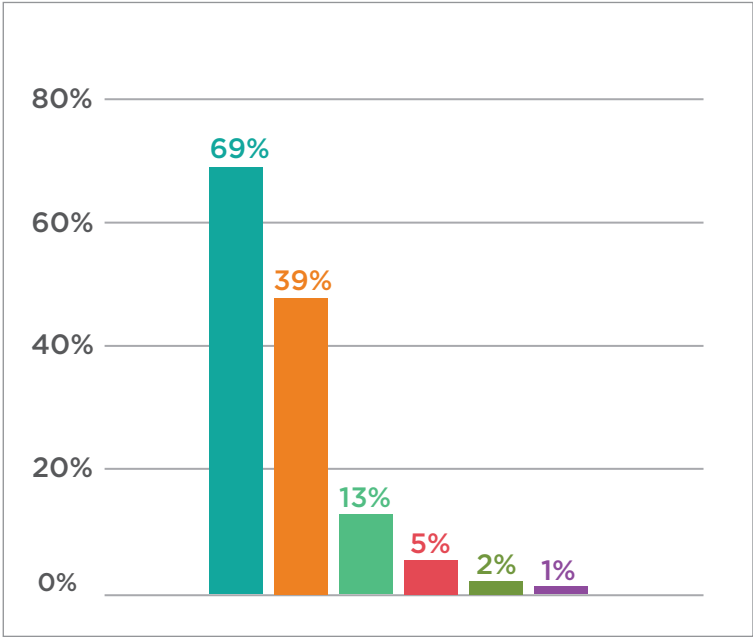
Where do you buy plant-based alternatives?

Supermarket Street fair stores Natural Products Stores Specialized Physical Stores Specialized Virtual Stores Others

Vegetarians



Reducing



Source: Snapcart. Produced by: The Good Food Institute

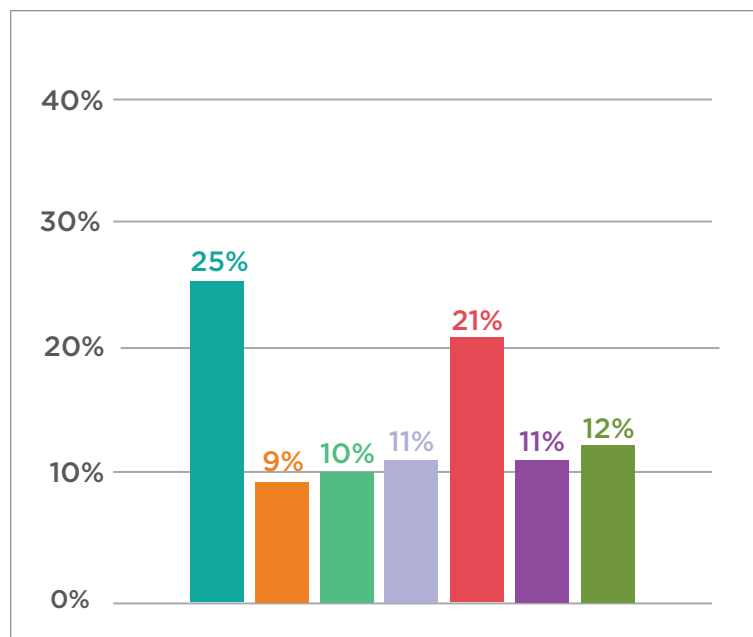


The most wanted alternatives

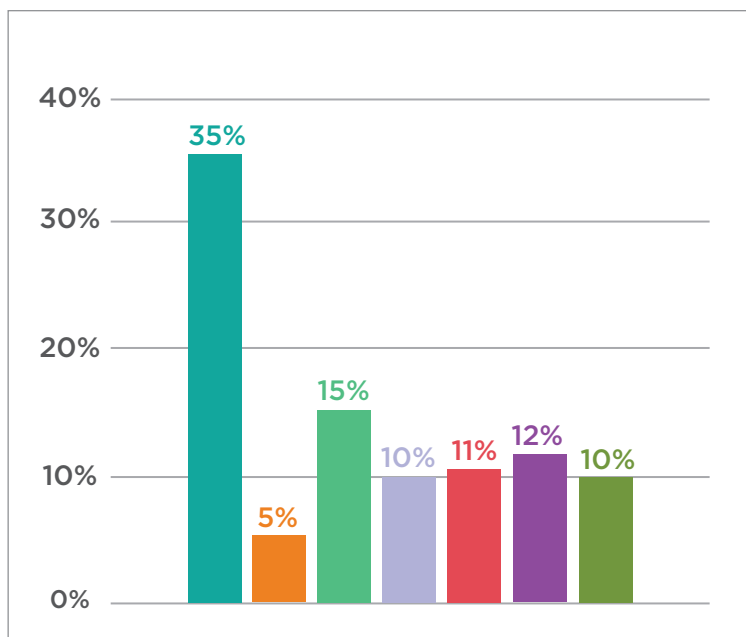
Participants were also asked what they missed after reducing animal product consumption. Beef was the most missed food by both vegetarians and reductarians. Pork was the second most missed food among reductarians. Eggs, milk, and other dairy products were also mentioned frequently. When asked what alternatives they would like to find in big retailers, vegetarians and reductarians tended to answer that they wanted alternatives to the products they missed the most. Clearly, there is high demand for plant-based alternatives to frequently “missed” products that is not being met.



Vegetarians



Reducing



Source: Snapcart. Produced by: The Good Food Institute



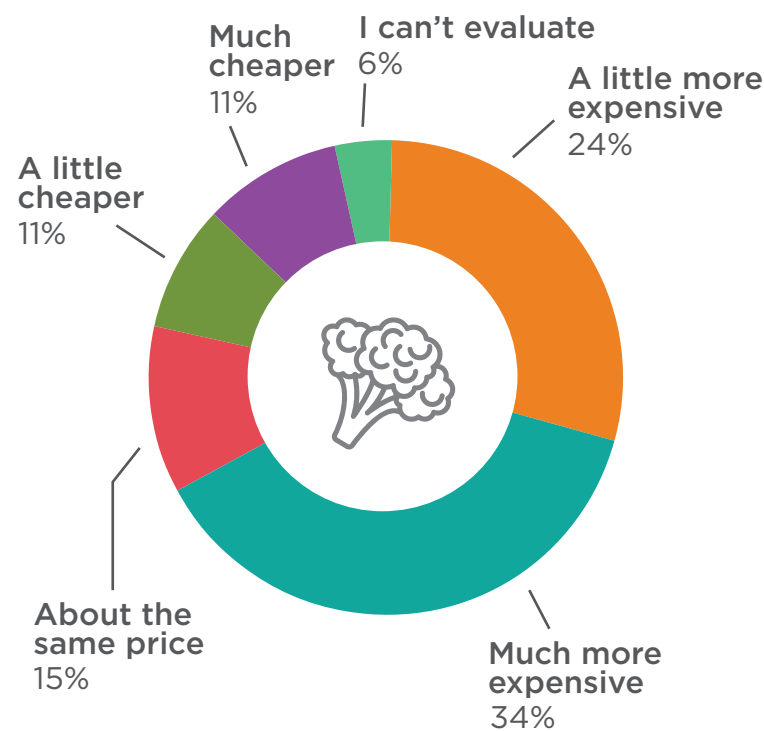
Price matters

The survey also investigated consumer opinion on the price of the regularly-purchased processed food products. Specifically, we asked consumers how the prices of plant-based alternatives compare to their animal product counterparts. Both groups said that plant-based products are more expensive. This was cited as one of the main reasons for both vegetarians and reductarians not incorporating more plant-based products into their diets. The difference in price is due to the lack of a large-scale, mature market for plant-based products in Brazil.

Globally, and on a small scale in Brazil, however, this price discrepancy tends to decrease as the market develops and demand for plant-based products grows. In order to trigger this development and growth, it is of

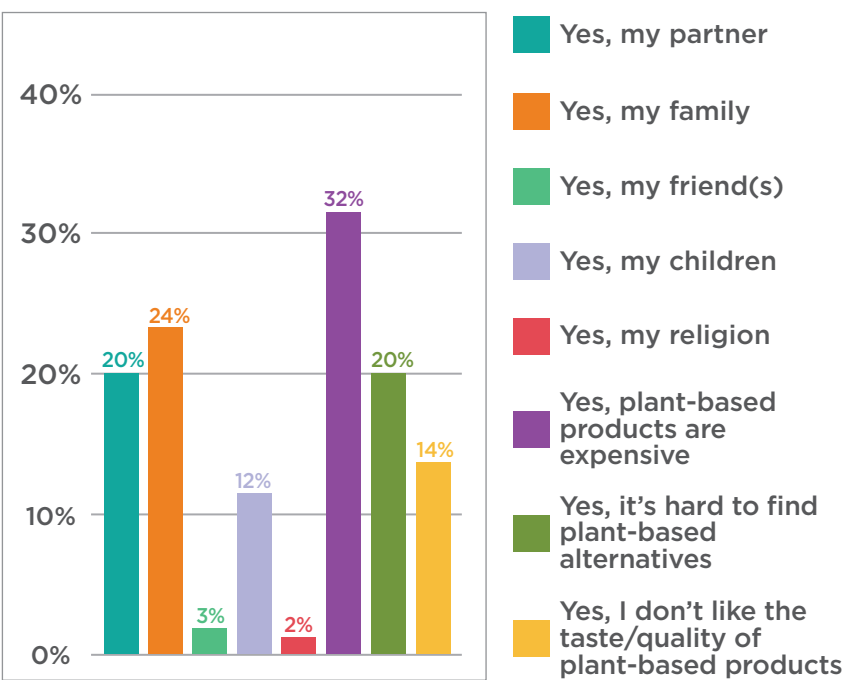
utmost importance to invest in technologies that can be produced and utilized locally within Brazil. This, in turn, would reduce the need for imported ingredients and finished products.

Comparing with animal products, how do you evaluate the costs of plant-based alternatives?



Source: Snapcart. Produced by: The Good Food Institute

Are there any reasons or persons that are stopping you from reducing more or cutting the consumption of animal products?

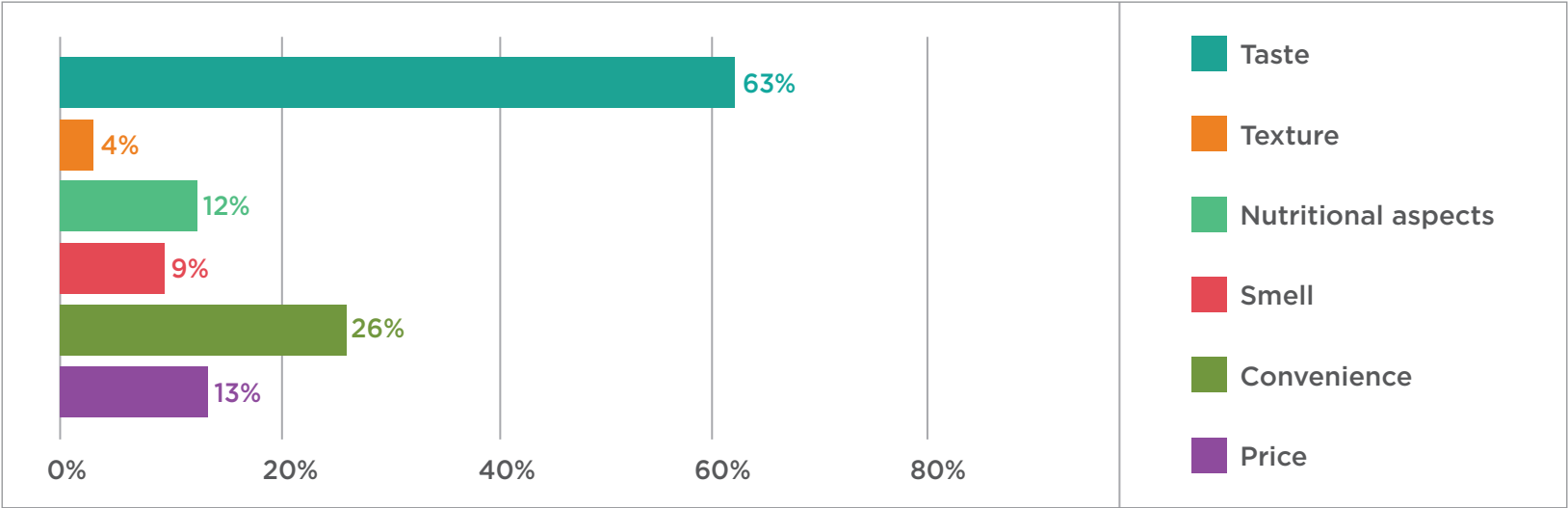


Favorite attributes: taste, price, and convenience

In an effort to understand what prevents reductarians from eating a fully plant-based diet, the survey asked reductarians what main characteristics they found attracted them to animal food products. Reductarians said that taste, price, and convenience were the most attractive features of animal food products. These results are aligned with several market studies that determined essential decision-making factors for purchasing nearly all kinds of food products. In other words, Brazilian consumer priorities are aligned with general global consumer priorities: nearly everyone wants tasty, low-cost, and

convenient products. Even though the majority of participants stated that they considered (or chose) vegetarianism due to health-related reasons, the decision to buy food products - plant-based ones included - is still made based on other reasons: taste, price, and convenience. In the graph below, the metric convenience (26%) is the sum of two metrics, availability (12%) and variety (14%).

What quality you enjoy the most in this product that you miss?



Source: Snapcart. Produced by: The Good Food Institute

Conclusion

Overall, this survey showed growth in the number of Brazil’s vegetarians as well as in the number of Brazilians who are reducing the intake of animal products (reducetarians).

Participants, especially reducetarians, said they missed certain animal products. We found that for reducetarians, beef was unquestionably the most missed animal product followed by pork, eggs, milk and dairy. It is essential to provide more and higher-quality plant-based options for reducetarian consumers so that they will find the transition away from animal products less costly.

Most participants purchase their groceries at stores run by large retailers. This indicates that for plant-based producers, convenience is a pivotal element when it comes to reaching the target audience: their brands need to be on the shelves in the right stores. Price is also a highly decisive element for consumers. The price range of plant-based options must be competitive with the prices of animal products if the plant-based market is to expand.

Participants state that their main reasons for their dietary choices are health concerns, followed by the concern with animal welfare. However, when asked about the attributes they favored in animal products, the vast majority of participants referenced taste - far more than those who referenced health or animal welfare. Accordingly, offering products aligned both with the participant-stated values of health and animal welfare that are also tasty, price-competitive, and convenience to buy is highly likely to attract more consumers.

We conclude from our survey that the primary focus of the plant-based industry for new products should be on taste, price, and convenience. Vegetarians and reducetarians miss red meat, so plant-based alternatives to red meat should be priority products. Finally, because survey participants stated their dietary choices were influenced by concerns about their own health, plant-based producers should consider advertising on health.

The plant-based market in many countries is already well-developed: in [the United States](#) alone it is worth more than 3 billion dollars. Brazil does not have to start from scratch! It can learn a valuable lesson from existing markets: plant-based alternatives are not niche products anymore, and they are increasingly becoming in-demand among people from all walks of life.

Brazil suffers deep harms from conventional animal agriculture. But there is also great potential for Brazil to become a leader in plant-based alternatives to the animal industry. In short, Brazil is the perfect place to launch new plant-based products.

For more information about this survey, please get in touch with GFI!



Produced by:



THE
GOOD FOOD
INSTITUTE

✉ Felipe Krelling - felipek@gfi.org

Research developed by:



✉ Otavio Carvalho - otavio@snapcart.global