



INSIGHTS FOR YOUR
INTERNATIONAL FOOD BUSINESS
DEVELOPMENT

MARKET
VALUES AND
PLAYERS

INNOVATION
TRENDS

CLUSTER
SPOTLIGHT

BUSINESS AND
CULTURAL
NOTES

Newsletter produced for the "New Frontiers in Food" project, exclusively for the members of the following clusters:



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DEVELOP YOUR MARKETS IN

Brazil and **Japan**

Food business in Brazil

3 Brazilian food
innovation trends

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Three food innovation trends in Brazil



Increasing middle class revenues, expanding urban populations, looking for meal solutions, a growing awareness of food's impact of health and for solutions for their increasing obesity problem... Brazil's food industry presents a number of opportunities for European expertise. In terms of food markets, but also agricultural production and manufacturing.

Ready meals and food service - meeting evolving consumer needs

An increasing pace of life in urban centres, increasing middle class purchasing power, and evolving traditional family structures are stimulating demand for products that save consumer time and effort. This explains the increasing demand for ready-to-eat, semi-ready-to-eat and easy-to-prepare foods, and for easy-open and easy-close and discard packaging, according to the FIESP – ITAL Brazil Food trends 2020 report.

An IBOPE/FIESP Survey from 2011 indicates that convenience and practicality is the leading food consumption trend in Brazil. Strong growth in the food service sector is also evidence of this trend. Brazil is ranked the 4th biggest food service market worldwide and represented a total sales value of 137 billion euros in 2012, with a compound annual growth of more than 10%.

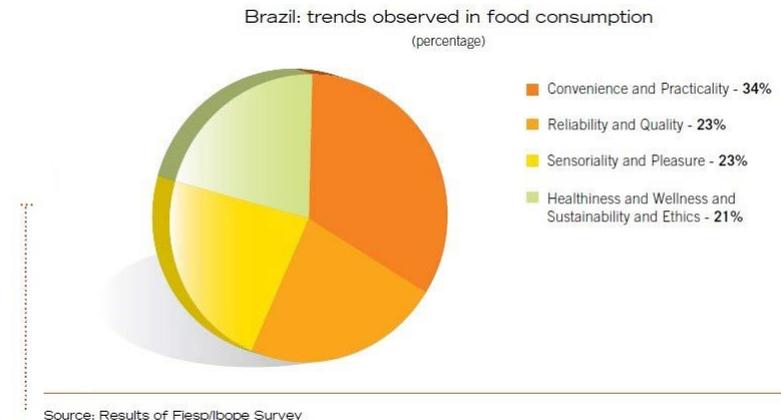
Health Food - a growing interest

While ease-of-use and convenience seem to be an important driver for consumer decisions, health and wellness are subject to a growing interest from a broader part of the population. From 2010 to 2014, the health and wellness category saw an annual growth rate of 14.2% and is projected to continue growing with an annual growth rate of 11.7% through to 2019.

In a recent international study, 79% of Brazilians state that health and

nutrition are priorities in their life. However, this driver is not always reflected in the actual purchasing habits due to higher prices for healthy food. Among those who buy fat-reduced products, the majority (62%) want to have more healthy food, against 55% who want to lose weight. Indeed, according to the Brazilian Ministry of Health, 51% of Brazilians were overweight in 2013, a significant increase from 43% in 2006. A number of related health problems have accordingly increased.

The organic food market in Brazil experienced a remarkable growth between 2007 and 2013, increasing from 32 million euros to 195 million euros. Production increased from 40,000 tons to 300,000 tons on the same period.



Major consumer food trends in Brazil