

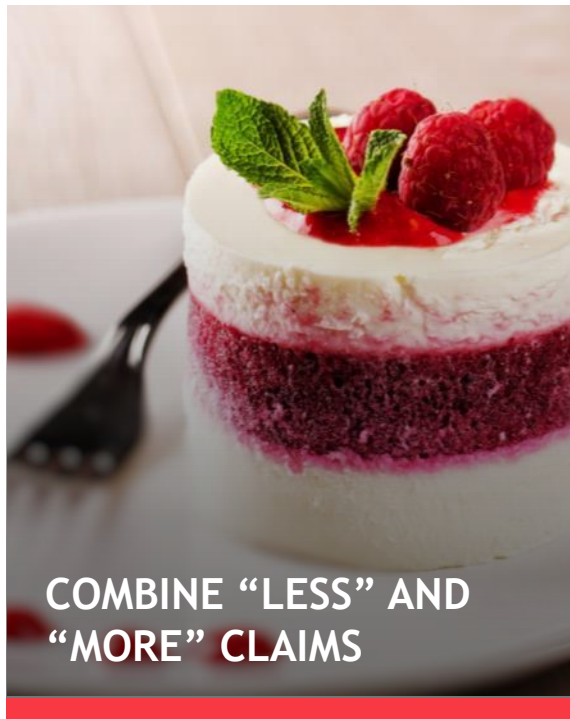
Indulgence: trends and opportunities



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Table of Contents




**COMBINE “LESS” AND
“MORE” CLAIMS**



**FOCUS ON MENTAL /
EMOTIONAL WELLBEING**



**PROMOTE SPECIAL
EXPERIENCES**



The indulgence in food and drink became important for consumers to deal with stress, anxiety and bring some excitement in these actual uncertain times.

TREAT MYSELF

36%

of Brazilian say that they have ice cream when they want to treat themselves during the day.

ENTERTAINMENT

25%

Of Brazilian parentes are allowing their children to eat more chocolates and sweets to keep them entertained during the pandemic

EMOTIONAL WELLBEING

21%

Of Brazilians agreed that because of the COVID-19 they have more indulgent food/drinks as a way to maintain my emotional/mental health

Base: 1500 internet users 16+

Fonte: Lightspeed/Mintel; Tracking global COVID-19 Mintel, 13-30 abril de 2020



COMBINE “LESS”
AND “MORE” CLAIMS



New nutritional labeling approved by Anvisa should bring sugar, sodium and fat back to the center of the discussion on healthy eating

The highlight is due to the new models for declaring frontal nutritional labeling, which require foods and beverages whose quantities of added sugars, saturated fats and sodium are equal to or higher than the limits defined to bring alerts on the part front of your products.

Another important change will be in the information provided in the table. The identification of total and additional sugars, the declaration of the energy and nutritional value per 100 g or 100 ml, will help to compare products, and the number of portions per package.



ANVISA - WARNINGS

Sugar, sodium and fat concern Brazilians

Between 2006 and 2019, the prevalence of diabetes increased from 5.5% to 7.4% ; arterial hypertension from 22.6% to 24.5%. The biggest increase, however, is related to obesity, which went from 11.8% in 2006 to 20.3% in 2019 (positive variation of 72%). This means that two out of 10 Brazilians are obese and more than half of Brazilians are overweight (55.4%).

SUGAR

47%

of Brazilians said that they would be interested and would pay more for food and drinks with low sugar claims

SODIUM

47%

of Brazilians said that they would be interested and would pay more for food and drinks with low sodium claims

WEIGHT

37%

of Brazilians agreed that they started to eat healthier to maintain their weight, as they reduced their physical activities due to COVID-19.

Base: 1500 brazilians internet users 16+

Source: Lightspeed/Mintel



Lower fat and sugar content, along with added probiotics, help to convey a better-for-you image



50% less fat

[Ben & Jerry's Moo-Phoria! Poppin' Popcorn Light Ice Cream](#) contains 114 calories and 50% less fat than similar ice cream products. It comprises buttery brown sugar ice cream with chocolatey popcorn chunks and caramel swirls. (Portugal).



No added sugar

[Magnum Vanilla Caramel Flavour Ice Cream with No Added Sugar](#) provides 154kcal per stick and comprises vanilla flavour ice cream with a salted caramel sauce, coated with milk chocolate. It contains skimmed milk and sweeteners (Denmark).



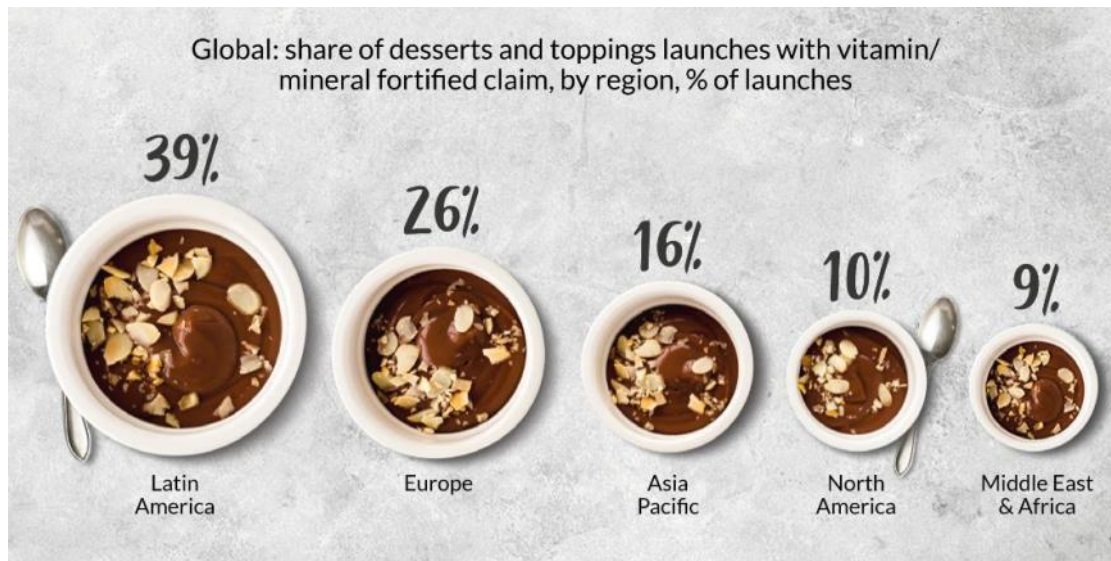
Probiotics

[Zakvaska 5-55 + Probiotic Frozen Bulgarian Yogurt with Mango Puree](#) is a dairy-based frozen yogurt which features the live probiotic starter cultures *Lactobacillus bulgaricus* and *Streptococcus thermophilus* (Bulgaria).

Latin American brands are fortifying desserts

According to Mintel GNPD, launches of desserts and toppings with vitamin/mineral fortified claims are most likely to be found in Latin America.

While most brands are highlighting the vitamins and minerals added to their products, there is still an untapped opportunity to emphasise the nutritional and functional benefits to drive interest and attract health-conscious consumers.



Colombian brand, Diversa, launches dessert mixes with vitamins and functional benefits

Colombia's Diversa now offers a range of jelly mixes with added vitamins which claim to provide functional benefits. The [range](#) includes: [Grape Mix with Biotin](#) to help maintain normal skin and hair; [Mangosteen Mix with Vitamin E](#) that protects cells from oxidative stress; [Orange Mix with Vitamin A](#) to help maintain the skin; and [Strawberry Mix with Collagen](#), a protein that constitutes a structural component of various body tissues.



[Diversa Grape Flavor Jelly Mix with Biotin](#) (Colombia)



[Diversa Mangosteen Flavor Jelly Mix with Vitamin E](#) (Colombia)

Cakes deliver an indulgent image but with more nutritious ingredients

Sweet bakery and cake companies are using 'better-for-you' recipes and nutrients to quell consumer anxiety around healthiness.



Protein and fibre

[Amix Mr. Popper's Clever Food Dunky Zero Dark Donut with Speculoos Cream](#) is a source of dietary fibre and provides 12% of protein from egg white and whey concentrate (Spain).



15g of protein, CBD and matcha

[Raw Press Pronut CBD & Matcha Raw Donut](#) contains 15g of plant protein and includes 5mg of CBD and matcha powder (UK).



58% fewer carbs

[Panifactory Low Carb Nut Cake](#) has a 90% reduced sugar content and 58% reduced carbohydrates compared to other cakes, and is free from gluten and added sugar (Germany).

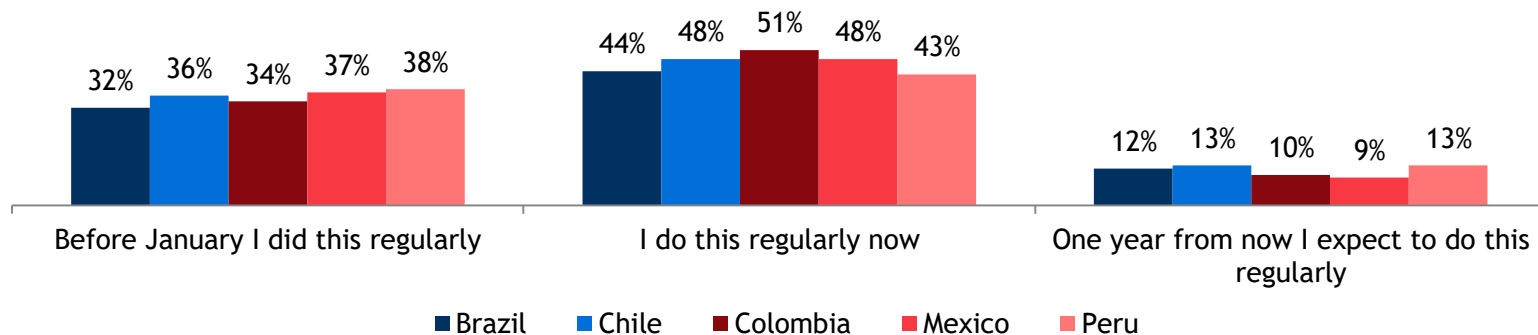
A young woman with long brown hair is sitting alone at a red table in a school cafeteria. She is looking down at her food with a sad expression. On the table is a tray with a sandwich, a white mug, a water bottle, and an apple. The background shows other tables and chairs, and a sign that says "Art Shop".

FOCUS ON MENTAL / EMOTIONAL WELLBEING

Indulgent foods may have helped consumers cope with stress and anxiety driven by the pandemic

Indulgent foods provide a **temporary sense of emotional wellbeing** to consumers, but as people hope to be less stressed out in the future, they look to curb their consumption.

Latin American markets: COVID-19 related changes in food and drink behaviour, "eat indulgent foods (eg sweets, high in sugar/fat)", July 2020



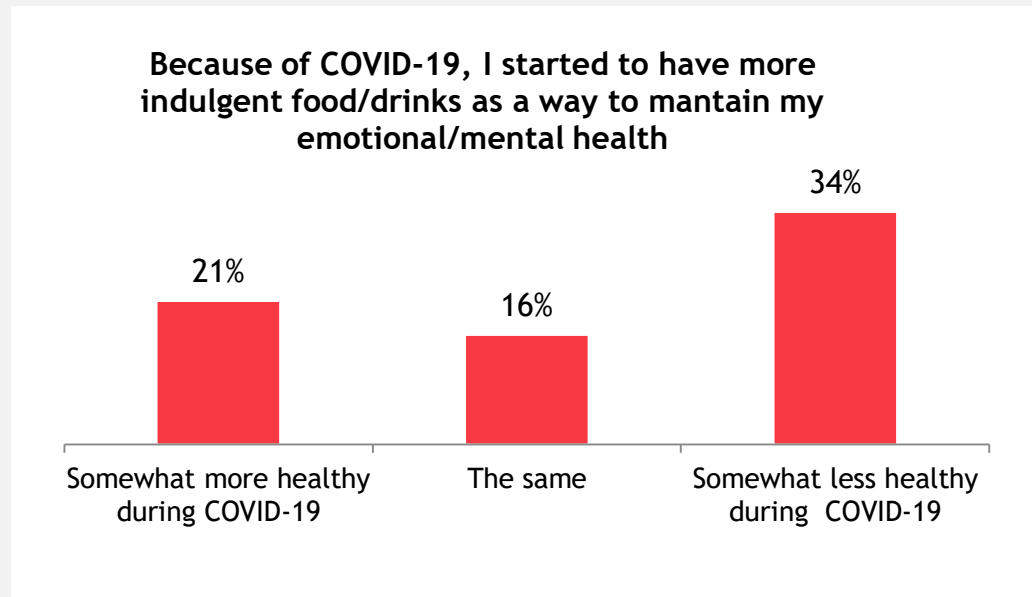
Base: 1,000 internet users aged 16+ in Brazil; 1,000 internet users aged 18+ in all the other markets

Source: Lightspeed/Mintel; [Offerwise/Mintel](#)

Unhealthy consumers need help coping with stress and anxiety during the pandemic

The percentage of Brazilians who resorted to indulgent food and drinks to maintain mental / emotional health is higher (34%) among those who had less healthy eating habits during the COVID-19 pandemic compared to the period before the pandemic.

Evidencing that these Brazilians who worsened their healthy eating habits during the pandemic may be precisely those who most need help to deal with stress and anxiety.



Health eating habits status during covid-19
(Brazil - June 2020)

Snacks, sweets and desserts can invest in indulgent options that have, in fact, ingredients with a focus on mental / emotional health

The categories of snacks and sweets and desserts were the categories in which this consumer profile, with respectively 27% and 25%, stands out a little in the purchase of healthy versions.

569% of this consumer profile agreed with the statement "I would like to consume more food and drinks with ingredients that can improve mental / emotional health (eg chamomile to relax, magnesium for mental focus)".



Japan Glico's chocolate carries GABA (Gamma-AminoButyric Acid), a substance that has an important role in regulating emotions. According to the company, GABA helps to relieve temporary and mental stress at work.



Nightfood Cherry Eclipse ice cream, (USA). Made with cherries naturally rich in melatonin, an amino acid that helps sleep.

**PROMOTE SPECIAL
EXPERIENCES**

Indulgence can bring excitement and celebrations during difficult times

CELEBRATIONS

59%

of Brazilian consumers of desserts/sweets aged 16-24 eat them when they are celebrating a special occasion at home

VISUAL APPEAL

58%

Of Brazilian [dessert users aged 16-24](#) were encouraged to try a new dessert by its attractive appearance; 36% by pictures on social media

EXPERIENCES

59%

of Brazilians said that the statement “I love trying new experiences” describes them very well.

Base: 297 internet users aged 16-24 which have eaten any dessert or sweet in the last three months, 1,000 internet users aged 16+

Source: Lightspeed/Mintel

Menu examples: Celebrating with food



Jamba Juice

[Birthday cake smoothie](#). Comprised of oat milk, oat milk frozen dessert, mangos, bananas, birthday cake flavored syrup and rainbow sprinkles.



Einstein Bros Bagels

[Family meals](#). Einstein is offering various family meals including a "Brunch Box" and "Brunch for Two", which egg and bacon sandwiches, bagels, muffins and croissants.



Dunkin'

[Celebration donut](#). A birthday cake-flavored ring donut with confetti pieces inside. It comes topped with white icing and a mix of pink, orange, and yellow star sprinkles.

With limited travel opportunities, consumers will yearn for desserts that offer escapism

COVID-19 has limited people's ability to travel during lockdowns, and now that restrictions are lifted, travelling is likely to stay subdued for health and financial reasons. This, combined with social distancing rules, will [push consumers to find ways to escape their daily routines](#). Bringing textures from different cuisines into ice cream will have transporative power.

[Almost two thirds of 16-24s who eat ice cream](#) want to try products from other countries.



[Booyah Inc Ice Cream Taco](#) (US)



[Sumatran Coconut Soft Mochi & Gelato Ice Cream](#) (Italy)

Bringing the international bakery experience to the home

The COVID-19 virus has limited consumers access to local bakeries and purchasing bakery favourites along with trying out new varieties and international bakery options.

Offering more exotic international bakery option for the home, brands can appeal to the 24% of baked goods consumers in Canada who look for [internationally inspired options](#).



[Diversa Grape Flavor Jelly Mix with Biotin](#) (Colombia)



[Trader Joe's KuneFe](#) (US).

Make texture part of the do-it-at-home routine

The pandemic has confined millions to their homes, encouraging [consumers to rediscover the joys of home baking and cooking](#). As the recession hits, this preference will be reinforced as [trends from the 2008-09 recession demonstrated](#).

Ice cream brands should ride this wave and make experimentation in textures a key part of at-home kits. In London, Magnum's flagship store turned to direct consumer delivery of ice cream kits including different toppings and ingredients to personalise and engage consumers' senses. On Instagram, Magnum also launched its [#LiveHomeSeries](#) to encourage home cooking with its products.



Magnum have teamed up with Deliveroo to offer DIY ice cream kits to people across London

A top banner image showing several chocolate chip cookies on a light-colored wooden surface. One cookie is broken into two pieces.

Mintel recommends

01

Combine “less” and “more” claims

The COVID-19 pandemic has brought about a renewed interest in healthy eating. Looking forward, develop products that are nutrient dense while being low/free sugar, sodium and calories, and also with benefits added.

02

Focus on mental / emotional wellbeing

Consumers are resorting to indulgent foods to cope with stress and anxiety driven by the pandemic. Food and drinks can invest in indulgent options that have, in fact, ingredients with a focus on mental / emotional health.

03

Promote special experiences

Brands can invest in options that bring not just flavor, but a new and special experience. Indulgent options can help consumer to celebrate and create special moments at home, for consumers who miss travelling or eating out.

Meet the Expert



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consumers want
and why**

