

Packaged Food in Latin America: 10 Opportunities for a New Normal

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INTRODUCTION

Scope

Key findings

IMPACT OF CORONAVIRUS (COVID-19) IN LATIN AMERICA

Latin America expected to suffer the highest decline in GDP in 2020

However, channel shifts towards retail have benefited packaged food

Increased time at home means new consumption patterns

A new normal: the pandemic will permanently alter consumer behaviour

OPPORTUNITIES FOR A NEW NORMAL

#1: provide convenience

Case studies: providing convenience

#2: join the breakfast expansion

Case studies: joining the breakfast expansion

#3: a new generation of chefs is born

Case studies: a new generation of chefs is born

#4: support local communities

Case studies: supporting local communities

#5: products aimed at preventative health

Case studies: products aimed at preventative health

#6: affordable luxury and permissible indulgence

Case studies: providing affordable luxury and permissible indulgence

#7: value for money brands and products

Case studies: value for Money brands and products

#8: make the most of e-commerce

Case studies: making the most of e-commerce

#9: embrace digital culture

Case studies: embracing digital culture

#10: expand to other regions

Case studies: expanding to other regions

CONCLUSION

Summary 1 opportunities for the new normal in Latin America

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Appendix: definitions

Appendix: C19 Baseline Scenario Assumptions

Appendix: C19 Pessimistic 1 Scenario Assumptions

Appendix: Overview of Lifestyles Survey

Appendix: Overview of Health and Nutrition Survey

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