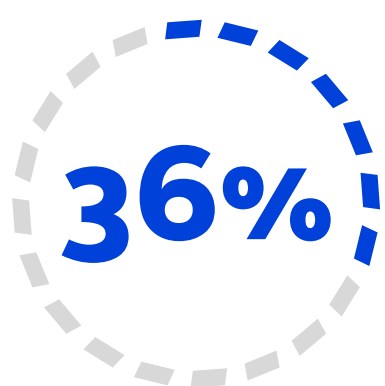
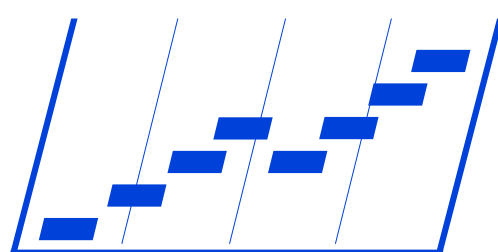


Pesquisa Quantitativa

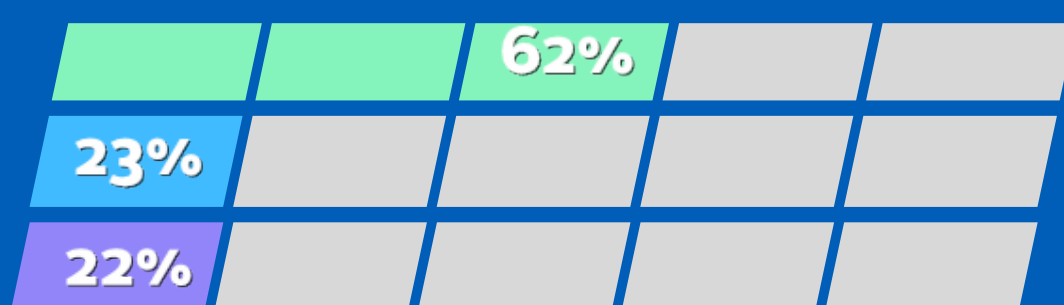
Intenção de Consumo para a Páscoa 2024 em Mato Grosso



Pretendem comprar chocolates nesta Páscoa



Quem irão presentear?

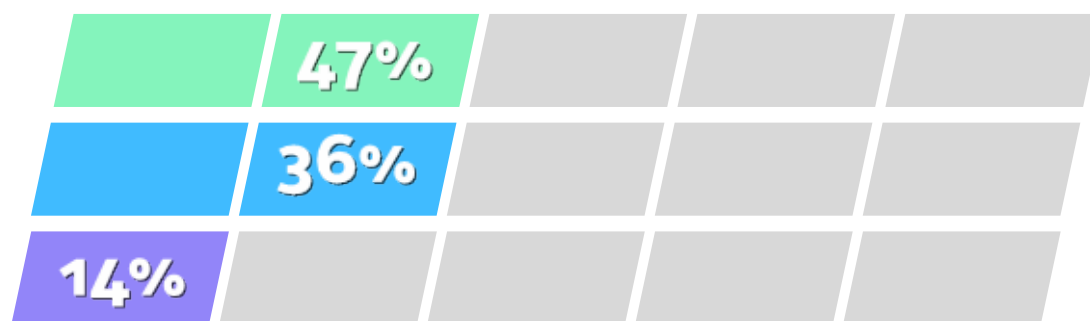


- Filhos
- Si mesmos
- Sobrinhos & Afilhados

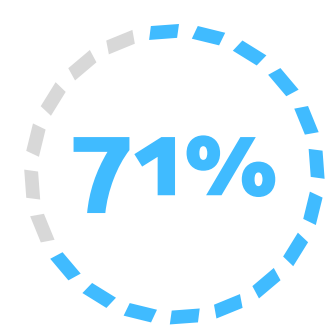


Preferem Realizar a Compra no Dinheiro

Preferência de Compra

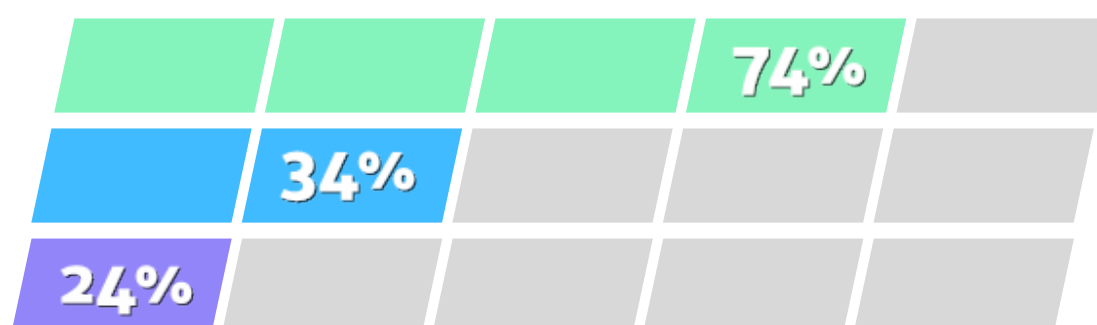


- Ovos Industrializados
- Caixas de Bombons & Barras Industrializadas
- Ovos Caseiros & Artesanais

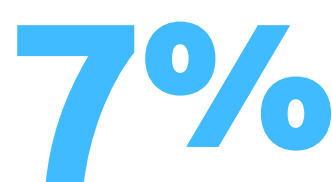


Celebrarão em casa com familiares

Pesquisa de Preços



- Supermercados
- Lojas Especializadas
- Sites & Apps



Da população irão consumir peixes e entre os preferidos estão:

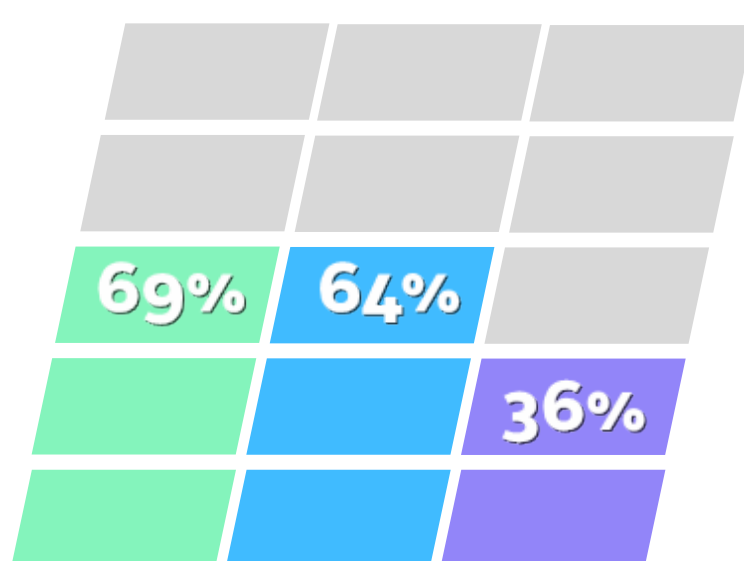
Pacú

33%

Pintado

25%

Fatores que mais Influenciam o Local de Compra



- Supermercados
- Lojas Especializadas
- Sites & Apps

