



Euromonitor
International

Health and Wellness in Brazil

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EXECUTIVE SUMMARY

Consumers being influenced into making healthier choices

INDUSTRY PERFORMANCE

Rising health concerns inform purchasing decisions in post-pandemic Brazil
Free from claims supported by social media trends

WHAT'S NEXT

Increasing health awareness alongside new taxes and legislation set to inform the market's development

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HW Hot Drinks in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Brazilians look for natural products to support their busy lifestyles

INDUSTRY PERFORMANCE

New legislation impacts the market
Natural claims aligned with the focus on healthier lifestyles
Players shift to organic production to add value to their hot drinks

WHAT'S NEXT

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HW Soft Drinks in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

New selective tax set to push consumers to make healthier choices

INDUSTRY PERFORMANCE

Sugar is out and protein is in as Brazilians pursue healthier lifestyles
Natural claims prove fruitful as concerns rise about ultra-processed foods
Health conscious consumers value nutritional claims

WHAT'S NEXT

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[HW Snacks in Brazil](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing health awareness benefits sales of healthier snacks

INDUSTRY PERFORMANCE

New legislation and increasing awareness helps consumers make healthier choices
Free from claims gain value as consumers follow the latest healthy eating trends
Natural claims gain favour as ingredient lists come under the microscope

WHAT'S NEXT

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers look to make healthier choices despite financial limitations

INDUSTRY PERFORMANCE

High protein claims become more prominent as demand grows
Lactose-free claims attract a growing audience of health conscious consumers
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[HW Cooking Ingredients and Meals in Brazil](#)

KEY DATA FINDINGS

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New Front-of-Package (FOP) warning labels help consumers make more informed decisions

INDUSTRY PERFORMANCE

Product labels present challenges and opportunities for the market
Free from claims attract a growing audience of health conscious consumers
Increasing nutritional awareness benefiting sales of products with natural claims

WHAT'S NEXT

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HW Staple Foods in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

New FOP legislation places a further emphasis on the need to eat healthier

INDUSTRY PERFORMANCE

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- Baked goods producers invest in healthier product lines
- Vegan claims add value as consumers make more ethical choices

WHAT'S NEXT

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