



**Euromonitor
International**

HW Cooking Ingredients and Meals in Brazil

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

- Increasing education and awareness fuelling demand for healthier options
- Free from claims still full of potential with gluten free leading the way
- Natural claims set to be an important feature of the market as health awareness grows

CATEGORY DATA

- Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024
- Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

Health and Wellness in Brazil - Industry Overview

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

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-cooking-ingredients-and-meals-in-brazil/report.