



Euromonitor
International

HW Staple Foods in Brazil

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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

INDUSTRY PERFORMANCE

- Consumers show strong demand for products promising healthy indulgence
- Baked goods producers invest in healthier product lines
- Vegan claims add value as consumers make more ethical choices

WHAT'S NEXT

- Consumers expected to pay more attention to their nutritional intake
- Gluten free claims gaining momentum
- Demand for vegan staple foods set to grow as more consumers avoid meat in their diet

CATEGORY DATA

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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

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-staple-foods-in-brazil/report.