



Euromonitor
International

HW Dairy Products and Alternatives in Brazil

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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
Consumers keen to invest in products that can support healthy ageing and boost immunity

WHAT'S NEXT

Brazilians expected to pursue healthier choices despite challenging economy
Increasing numbers of consumers looking to cut lactose out of their diet
Dairy set to remain a key focus for those looking to fulfil their nutritional requirements

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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