



HW Hot Drinks in Brazil

January 2026

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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

Players expected to focus on meeting the needs of a busy and increasingly active market

Natural claims set to grow in importance

Organic claims open the door to healthier, more sustainable and more profitable products

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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