

Health and Wellness in Brazil

October 2023

Table of Contents

Health and Wellness in Brazil

EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW Dairy Products and Alternatives in Brazil

KEY DATA FINDINGS

2022 DEVELOPMENTS

Brazilians look to fortified dairy products and alternatives, including high protein options Lactose free is leading claim due to rising awareness of food intolerance Dairy free benefits from increased interest in particular diets

PROSPECTS AND OPPORTUNITIES

Plant-based and other claims offer further scope for expansion Lactose free to remain strong claim as target audience for dietary and free from continues to expand in Brazil Brain health and memory set to offer growth potential over the forecast period

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

 Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019

 2022

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

 Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value

 2019-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

HW Cooking Ingredients and Meals in Brazil

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gradual economic recovery supports positive curve of health and wellness cooking ingredients and meals in Brazil Gluten free is leading claim, supported by rising awareness of food intolerance Bone and joint health registers growth in health and wellness cooking ingredients and meals due to the performance of olive oil

PROSPECTS AND OPPORTUNITIES

Optimistic forecast, as consumers value convenience with health benefits Gluten free to remain strong claim as target audience expands beyond consumers with food intolerances Plant-based set to increase in significance over forecast period, due to a rising flexitarian consumer base

CATEGORY DATA

 Table 10 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 11 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 12 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-

2022

Table 13 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

 Table 14 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value

 2019-2022

Table 15 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

 Table 16 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019

 2022

Table 17 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 18 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

HW Staple Foods in Brazil

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness staple foods remain unattainable for many Brazilians Gluten free is leading claim due to greater awareness of food intolerance and general health concerns Probiotic rises within health and wellness staple foods as consumers search for staple foods to boost their metabolism

PROSPECTS AND OPPORTUNITIES

New regulation and economic recovery: More conscious and confident consumers Gluten free to remain strong claim within Brazilian health and wellness staple foods Meat free set to become more popular over the forecast period

CATEGORY DATA

Table 19 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

- Table 20 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022
- Table 21 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022
- Table 22 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022
- Table 23 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022
- Table 24 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022
- Table 25 Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 26 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 27 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

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/health-and-wellness-in-brazil/report.