

## **HW Cooking Ingredients and Meals in Brazil**

Market Direction | 2023-10-27 | 13 pages | Euromonitor

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### **Report description:**

The pandemic and economic crisis hit Brazilians hard and created polarisation in consumption habits. Those in lower- income segments were forced to trade down and reduce costs by choosing regional brands or private label options, while consumers of classes A and B were more likely to work remotely, save on outgoings such as transport, and spend more on healthy products that they perceived as supporting their immunity. 2022 was close to a normal year in terms of COVID-19 restrictions in Brazil an...

Euromonitor International's HW Cooking Ingredients and Meals in Brazil report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the HW Cooking Ingredients and Meals market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
January 2024

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#### **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

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