

HW Snacks in Brazil

Market Direction | 2023-10-27 | 11 pages | Euromonitor

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Report description:

2022 saw the economic problems of 2021 intensify in Brazil. The emergency aid provided by the government, which favoured greater consumption by lower-income Brazilians, had already weakened by 2021, while limited support continued to be distributed with less frequency in 2022. Supply chain pressures, emerging from the pandemic and followed in early 2022 by the war in Ukraine, meant that many products were either difficult to find in stores, or suffered from rising prices, making them less desira...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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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reliable information resources to help drive informed strategic planning.

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HW SNACKS IN BRAZIL

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Demand influenced by polarisation in consumption and peaking inflation

Gluten free is leading claim in health and wellness snacks in 2022

No added sugar receives a boost as consumers become increasingly aware of potentially harmful ingredients through new labelling requirements

PROSPECTS AND OPPORTUNITIES

Democratisation on the horizon for health and wellness snacks

Gluten free to remain strong claim in health and wellness snacks

Probiotic snacks expected to increase in significance as consumers increasingly consider strengthening immune systems in wake of pandemic

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HEALTH AND WELLNESS IN BRAZIL

EXECUTIVE SUMMARY

Overview

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