

## **HW Snacks in Brazil**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

HW Snacks in Brazil  
Euromonitor International  
January 2024

List Of Contents And Tables

HW SNACKS IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

CATEGORY DATA

Table 1 Sales of Snacks by Health and Wellness Type: Value 2019-2022

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

Table 3 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 7 Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 8 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN BRAZIL

EXECUTIVE SUMMARY

Overview

DISCLAIMER

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## HW Snacks in Brazil

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-20"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com