

HW Cooking Ingredients and Meals in Brazil

Market Direction | 2024-07-31 | 17 pages | Euromonitor

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Report description:

Polarisation in consumption habits was seen, as the pandemic and economic crisis hit Brazilians hard. However, as pressures on the economy eased, 2023 was a more positive year, and an increasing number of consumers had a propensity to spend on health and wellness cooking ingredients and meals. With a return to normal patterns of work and socialising, consumers had different opportunities to prioritise health and wellness options, preparing lunch boxes at home to take to work, and focusing on mor...

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 2019-2023, 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 2028 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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Table of Contents:

HW Cooking Ingredients and Meals in Brazil
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List Of Contents And Tables

HW COOKING INGREDIENTS AND MEALS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

New legislation supports the positive performance of no sugar, fat, and salt cooking ingredients and meals in Brazil

Gluten free is the leading claim, supported by rising awareness of food intolerances

Good source of vitamins registers growth in olive oil and sweet spreads

PROSPECTS AND OPPORTUNITIES

Optimistic forecast, as consumers watch what they eat as a result of better packaging information

Gluten free to remain the strongest claim as target audience expands

Vegetarian, vegan and plant-based cooking ingredients and meals set to see dynamism as diets change

MARKET DATA

Table 1 Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 3 Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 4 Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 5 Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 6 Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 7 Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 8 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 9 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

HEALTH AND WELLNESS IN BRAZIL

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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