

HW Dairy Products and Alternatives in Brazil

Market Direction | 2024-07-31 | 18 pages | Euromonitor

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Report description:

Dairy products and alternatives with health and wellness claims have benefited from greater consumer interest in certain specific attributes provided by such products. One of the most significant health and wellness trends in dairy products and alternatives in Brazil in 2023 was the addition of components such as protein, creatine, BCAAs, and others to dairy products. High protein yoghurt and milk therefore became increasingly popular, with new products focusing on this positioning, driving dyna...

Euromonitor International's HW Dairy Products and Alternatives 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 Baby Food, HW Dairy, HW Dairy Products and Alternatives by Type.

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 Dairy Products and Alternatives 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 DAIRY PRODUCTS AND ALTERNATIVES IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Brazilians look to fortified dairy products and alternatives, including high protein options

Good source of vitamins is the leading claim, as consumers look to improve their general health

Lactose free dairy products and alternatives sought by consumers looking to aid their digestion

PROSPECTS AND OPPORTUNITIES

Plant-based and probiotic offer further scope for expansion to aid digestion and gut health

New legislation set to drive sales of low and no sugar, fat, and salt dairy products and alternatives

Brain health and memory expected to offer growth potential over the forecast period

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HEALTH AND WELLNESS IN BRAZIL

EXECUTIVE SUMMARY

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Consumer diet trends

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Blood pressure and cholesterol levels

Diabetes prevalence

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