

HW Hot Drinks in Brazil

Market Direction | 2024-07-31 | 15 pages | Euromonitor

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Report description:

2023 was the first full year of Brazil's new labelling legislation for packaged foods, after being brought into effect in October 2022. Changes were made to how nutritional labels work and are positioned, by standardising sizes, in addition to introducing an alert on the front packaging label to highlight if a product is high in sugar, sodium, or fat. This raised consumer awareness of the dangers of overconsumption of these ingredients. To adjust to the new regulation, players have been developi...

Euromonitor International's HW Hot Drinks 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 Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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 Hot Drinks 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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HW HOT DRINKS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

New legislation helps drive growth for health and wellness hot drinks in Brazil

No caffeine sees growth from an already significant base as consumers look to exclude potentially harmful ingredients from their diet

Natural remains a leading claim as consumers look to avoid artificial ingredients in their hot drinks

PROSPECTS AND OPPORTUNITIES

Good source of minerals, digestive health, and no/no added sugar set to progress

Natural will remain a leading claim within health and wellness hot drinks, but organic also offers strong growth potential

Plant-based expected to see a dynamic performance, driven by the rising flexitarian consumer base

MARKET DATA

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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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