

## **HW Snacks in Brazil**

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

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### **Report description:**

Many Brazilian consumers have become more concerned about their health, and are keen to prevent medical problems by eating and drinking well. This has benefited health and wellness products within snacks. Consumers are increasingly aware of the link between diet and a strong metabolism, which is leading them to add more products that offer something extra to benefit their health, such as minerals, vitamins, fibre, or omega 3s, to their weekly shopping baskets. As a result, good source of mineral...

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 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 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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Good source of minerals is the leading claim in health and wellness snacks in 2023

Confectionery impacted by demand for health and wellness variants

Probiotic snacks expected to increase in significance as consumers increasingly consider gut health and immunity

PROSPECTS AND OPPORTUNITIES

Players likely to focus on expanding the consumer base, and on offering fortified/ functional snacks

Gluten free to remain a strong claim in health and wellness snacks

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

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

DISCLAIMER

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