

HW Staple Foods in Brazil

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

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Report description:

Brazilians' general health awareness was rising even before COVID-19, but this was accelerated by the pandemic. Moreover, the high levels of sugar, fat, and salt in packaged food were heightened following the introduction of new legislation in the country. 2023 was the first full year of Brazilian legislation regarding the need for manufacturers to declare excesses of harmful ingredients (such as sugar, sodium, and fat) on product packaging. The packaging must present a front seal with a magnify...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods 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 Staple Foods 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 STAPLE FOODS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

New regulation leads to more conscious and confident consumers
Greater awareness of food intolerances and general health concerns drive growth for gluten free staple foods
New launches drive growth for high protein health and wellness staple foods
PROSPECTS AND OPPORTUNITIES
High fibre set to remain a popular claim as consumers look for gut health
Plant-based set to become more popular over the forecast period
Good source of minerals claim set to rise within health and wellness staple foods as consumers search for a boost to their metabolism

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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