

HW Staple Foods in Brazil

October 2023

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HW Staple Foods in Brazil - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness staple foods remain unattainable for many Brazilians

Gluten free is leading claim due to greater awareness of food intolerance and general health concerns

Probiotic rises within health and wellness staple foods as consumers search for staple foods to boost their metabolism

PROSPECTS AND OPPORTUNITIES

New regulation and economic recovery: More conscious and confident consumers

Gluten free to remain strong claim within Brazilian health and wellness staple foods

Meat free set to become more popular over the forecast period

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

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Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Brazil - Industry Overview

EXECUTIVE SUMMARY

Overview

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