

HW Hot Drinks in Brazil

October 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

New legislation and mental health drive growth of health and wellness hot drinks in Brazil
Natural is leading claim as consumers look to avoid artificial ingredients in their hot drinks
No added sugar rises due to rising awareness of negative impact of excess sugar consumption on health

PROSPECTS AND OPPORTUNITIES

Mental health and performance to enhance next steps for health and wellness in hot drinks
Natural to retain its strength as a claim within health and wellness hot drinks but organic offers further growth potential
Plant-based expected to be most dynamic performer, driven by rising flexitarian consumer base

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022
Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022
Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022
Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022
Table 5 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022
Table 6 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022
Table 7 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027
Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Brazil - Industry Overview

EXECUTIVE SUMMARY

Overview

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-hot-drinks-in-brazil/report.