



Euromonitor  
International

# HW Cooking Ingredients and Meals in Brazil

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

New legislation supports the positive performance of no sugar, fat, and salt cooking ingredients and meals in Brazil

Gluten free is the leading claim, supported by rising awareness of food intolerances

Good source of vitamins registers growth in olive oil and sweet spreads

#### PROSPECTS AND OPPORTUNITIES

Optimistic forecast, as consumers watch what they eat as a result of better packaging information

Gluten free to remain the strongest claim as target audience expands

Vegetarian, vegan and plant-based cooking ingredients and meals set to see dynamism as diets change

#### MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

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### Health and Wellness in Brazil - Industry Overview

#### 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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