



Euromonitor  
International

# HW Staple Foods in Brazil

July 2024

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### 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

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

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Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

### 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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