



Euromonitor  
International

# HW Dairy Products and Alternatives in Brazil

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Brazilians look to fortified dairy products and alternatives, including high protein options  
Good source of vitamins is the leading claim, as consumers look to improve their general health  
Lactose free dairy products and alternatives sought by consumers looking to aid their digestion

#### PROSPECTS AND OPPORTUNITIES

Plant-based and probiotic offer further scope for expansion to aid digestion and gut health  
New legislation set to drive sales of low and no sugar, fat, and salt dairy products and alternatives  
Brain health and memory expected to offer growth potential over the forecast period

#### MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

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Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

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Table 9 - Forecast Sales of Dairy Products and Alternatives 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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