



HW Snacks in Brazil

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Good source of minerals is the leading claim in health and wellness snacks in 2023

Confectionery impacted by demand for health and wellness variants

Probiotic snacks expected to increase in significance as consumers increasingly consider gut health and immunity

PROSPECTS AND OPPORTUNITIES

Players likely to focus on expanding the consumer base, and on offering fortified/ functional snacks

Gluten free to remain a strong claim in health and wellness snacks

No added sugar set to receive a boost as consumers become increasingly aware of potentially harmful ingredients through new labelling requirements

MARKET DATA

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

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

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

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Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

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

Table 9 - Forecast Sales of Snacks 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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