



Health and Wellness in Brazil

January 2026

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Consumers being influenced into making healthier choices

INDUSTRY PERFORMANCE

Rising health concerns inform purchasing decisions in post-pandemic Brazil
Free from claims supported by social media trends

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HW Hot Drinks in Brazil

KEY DATA FINDINGS

2024 DEVELOPMENTS

Brazilians look for natural products to support their busy lifestyles

INDUSTRY PERFORMANCE

New legislation impacts the market
Natural claims aligned with the focus on healthier lifestyles
Players shift to organic production to add value to their hot drinks

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HW Soft Drinks in Brazil

KEY DATA FINDINGS

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New selective tax set to push consumers to make healthier choices

INDUSTRY PERFORMANCE

Sugar is out and protein is in as Brazilians pursue healthier lifestyles
Natural claims prove fruitful as concerns rise about ultra-processed foods
Health conscious consumers value nutritional claims

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[HW Snacks in Brazil](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

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INDUSTRY PERFORMANCE

New legislation and increasing awareness helps consumers make healthier choices

Free from claims gain value as consumers follow the latest healthy eating trends

Natural claims gain favour as ingredient lists come under the microscope

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[HW Dairy Products and Alternatives in Brazil](#)

KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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[HW Cooking Ingredients and Meals in Brazil](#)

KEY DATA FINDINGS

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New Front-of-Package (FOP) warning labels help consumers make more informed decisions

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Product labels present challenges and opportunities for the market
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HW Staple Foods in Brazil

KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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