



Euromonitor
International

Health and Wellness in Brazil

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Health and Wellness in Brazil

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Brazil

KEY DATA FINDINGS

2023 DEVELOPMENTS

New legislation helps drive growth for health and wellness hot drinks in Brazil
No caffeine sees growth from an already significant base as consumers look to exclude potentially harmful ingredients from their diet
Natural remains a leading claim as consumers look to avoid artificial ingredients in their hot drinks

PROSPECTS AND OPPORTUNITIES

Good source of minerals, digestive health, and no/no added sugar set to progress
Natural will remain a leading claim within health and wellness hot drinks, but organic also offers strong growth potential
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Increase in consumption occasions drives up sales of energy boosting soft drinks

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PROSPECTS AND OPPORTUNITIES

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Lactose free dairy products and alternatives sought by consumers looking to aid their digestion

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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