



Health and Wellness in Brazil

January 2026

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Health and Wellness in Brazil

EXECUTIVE SUMMARY

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

WHAT'S NEXT

Increasing health awareness alongside new taxes and legislation set to inform the market's development

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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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INDUSTRY PERFORMANCE

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Health conscious consumers value nutritional claims

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INDUSTRY PERFORMANCE

New legislation and increasing awareness helps consumers make healthier choices

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Natural claims gain favour as ingredient lists come under the microscope

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INDUSTRY PERFORMANCE

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HW Staple Foods in Brazil

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INDUSTRY PERFORMANCE

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