



Euromonitor
International

HW Cooking Ingredients and Meals in Brazil

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HW Cooking Ingredients and Meals in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

INDUSTRY PERFORMANCE

Product labels present challenges and opportunities for the market

Free from claims attract a growing audience of health conscious consumers

Increasing nutritional awareness benefiting sales of products with natural claims

WHAT'S NEXT

Increasing education and awareness fuelling demand for healthier options

Free from claims still full of potential with gluten free leading the way

Natural claims set to be an important feature of the market as health awareness grows

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[Health and Wellness in Brazil - Industry Overview](#)

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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-cooking-ingredients-and-meals-in-brazil/report.