



HW Staple Foods in Brazil

January 2026

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HW Staple Foods in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

New FOP legislation places a further emphasis on the need to eat healthier

INDUSTRY PERFORMANCE

Consumers show strong demand for products promising healthy indulgence

Baked goods producers invest in healthier product lines

Vegan claims add value as consumers make more ethical choices

WHAT'S NEXT

Consumers expected to pay more attention to their nutritional intake

Gluten free claims gaining momentum

Demand for vegan staple foods set to grow as more consumers avoid meat in their diet

CATEGORY DATA

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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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