



Euromonitor  
International

# HW Staple Foods in Brazil

January 2026

Table of Contents

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

- Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024
- Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

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

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hw-staple-foods-in-brazil/report](http://www.euromonitor.com/hw-staple-foods-in-brazil/report).