



Euromonitor
International

HW Dairy Products and Alternatives in Brazil

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Brazilians look to fortified dairy products and alternatives, including high protein options
Good source of vitamins is the leading claim, as consumers look to improve their general health
Lactose free dairy products and alternatives sought by consumers looking to aid their digestion

PROSPECTS AND OPPORTUNITIES

Plant-based and probiotic offer further scope for expansion to aid digestion and gut health
New legislation set to drive sales of low and no sugar, fat, and salt dairy products and alternatives
Brain health and memory expected to offer growth potential over the forecast period

MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Brazil - Industry Overview

EXECUTIVE SUMMARY

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

DISCLAIMER

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