



Euromonitor
International

HW Hot Drinks in Brazil

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Table of Contents

HW Hot Drinks in Brazil - Category analysis

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

WHAT'S NEXT

Players expected to focus on meeting the needs of a busy and increasingly active market

Natural claims set to grow in importance

Organic claims open the door to healthier, more sustainable and more profitable products

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024

Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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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-hot-drinks-in-brazil/report.