



Euromonitor
International

HW Snacks in Brazil

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing health awareness benefits sales of healthier snacks

INDUSTRY PERFORMANCE

New legislation and increasing awareness helps consumers make healthier choices
Free from claims gain value as consumers follow the latest healthy eating trends
Natural claims gain favour as ingredient lists come under the microscope

WHAT'S NEXT

Increasing education and awareness around nutrition set to inform the future of snacks
New product development set to be driven by evolving health trends
Clean labels and natural claims set to be a key focus of the snacks market

CATEGORY DATA

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