



# HW Snacks in Brazil

January 2026

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## HW Snacks in Brazil - Category analysis

### 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

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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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