

# Health and Wellness in Brazil

October 2023

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#### Health and Wellness in Brazil

# EXECUTIVE SUMMARY

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DISCLAIMER

# HW Hot Drinks in Brazil

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#### 2022 DEVELOPMENTS

New legislation and mental health drive growth of health and wellness hot drinks in Brazil Natural is leading claim as consumers look to avoid artificial ingredients in their hot drinks No added sugar rises due to rising awareness of negative impact of excess sugar consumption on health

# PROSPECTS AND OPPORTUNITIES

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