

HW Snacks in Brazil

October 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand influenced by polarisation in consumption and peaking inflation

Gluten free is leading claim in health and wellness snacks in 2022

No added sugar receives a boost as consumers become increasingly aware of potentially harmful ingredients through new labelling requirements

PROSPECTS AND OPPORTUNITIES

Democratisation on the horizon for health and wellness snacks

Gluten free to remain strong claim in health and wellness snacks

Probiotic snacks expected to increase in significance as consumers increasingly consider strengthening immune systems in wake of pandemic

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

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Health and Wellness in Brazil - Industry Overview

EXECUTIVE SUMMARY

Overview

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