

# Healthy Eating Trends - Brazil - November 2014

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"Brazilians are already displaying a change in their eating habits due to health conditions. Nevertheless, functional products are not widely consumed by elderly people, the group most concerned about their health, and many consumers are still skeptical about the benefits of healthy products."

- Naira Sato, Senior Analyst

This report looks at the following areas:

- How can functional products be made more accessible to the elderly?
- Could food connected to the practice of exercise be attractive to the socioeconomic group AB?
- Can organic products stand out through flavor?
- Can Asian medicine influence the consumption of healthy products in Brazil?
- Can grains gain more acceptance in the Brazilian market?

Brazilian consumers already eat lots of fruit and vegetables, and other healthy products are quickly gaining ground. Products made with whole grains are already consumed by more than half of the population, but can still grow through categories other than bread. With more than a quarter of Brazilians saying they have changed their diet due to health problems, it is possible that more Brazilians embrace healthier eating habits, driving the market for products in this segment.

This report aims to identify the behavior of Brazilians in relation to healthy eating, as well as their perception of this category. This information could help healthy food and drink manufacturers to identify market opportunities, thereby helping to boost the category in Brazil.

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Can diet products grow in the market by differentiating themselves from light and zero?

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Help Me Help Myself

FSTR HYPR

Let's Make a Deal

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