

Healthy Eating Trends - Brazil - December 2015

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"Although Brazil's economic stagnation brings an unfavorable scenario, some elements can boost the healthy food market's growth. The aging population creates new demands for products that have additional nutritional benefits, and the prevalence of health problems such as hypertension and diabetes make Brazilians seek products with less sugar and sodium."

– Naira Sato, Food and Drinks Specialist

This report looks at the following areas:

- DE socioeconomic group seeks to be healthy in a balanced way
- Special-diet recipes could sustain frequency of eating out for AB group
- It is possible to improve packaging to help consumers over age 55

Often, in times of financial crisis, consumers cut back on expensive products from the shopping list, including healthy foods and drinks. However, due to the increasing aging population and the prevalence of health problems such as obesity, diabetes, and hypertension, consumption of healthy products has felt little negative impact, because people still need healthy alternatives.

This *Healthy Eating Trends* report analyzes the healthy eating and drinking habits behavior of Brazilians. The report explores attitudes toward eating healthy, consumption barriers and drivers, and the relationship between healthy eating information and the adoption of new consumption habits.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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It is possible to improve packaging to help consumers over age 55

The facts

The implications

The Market – What You Need to Know

Health problems affect Brazilian consumption

The Brazilian population is aging

Rising unemployment rate, water and energy crises, and high inflation may impact consumption negatively

Market Drivers

Brazil sets the National Pact for Healthy Eating

More than half of Brazil's population is overweight

Water and energy crises could negatively impact healthy food consumption

The aging population creates new demands

More than 9 million Brazilians have diabetes

Hypertension reaches 21.4% of Brazilian adults

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Key Players – What You Need to Know

- Variety of products without lactose in Brazil increases
- Vegetable protein can be used more in healthy food

Who's Innovating?

- Percentage of launches for products without lactose increases
Figure 5: Percentage of launches with claim "without/with reduction of lactose" in the total of the categories of food and drink, per year, in Brazil, 2010-15*
- Plant proteins could be more widely disclosed as a healthy alternative
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The Consumer – What You Need to Know

- More information on healthy eating could add value to the category
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