

Healthy Eating Trends - Brazil - December 2016

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“Brazilians already seem aware that healthy eating contributes not only to weight loss, but also to good general health. There is an interest in products that contribute to both physical health (such as those that help with muscle development) and mental wellbeing (such as stress relief).”

– **Naira Sato, Food and Drinks Specialist**

This report looks at the following areas:

- **AB consumers can maintain their healthy habits and still save money**
- **Gluten-free and lactose-free products can be positioned as healthy food options**
- **Exploring healthful alternatives without compromising taste**

Brazilians are still striving for a healthy lifestyle; however, they still face problems regarding price, functionality, and taste of the products they consume – barriers that companies can help them overcome by taking into account the needs of each demographic group. Consumers have become aware that a healthy lifestyle must include physical activities and are looking for products related to this. Today, healthy food and drink products are increasingly using benefits normally associated with other categories and are seen by consumers as helping to supplement their diets with additional nutrients and improving their physical appearance.

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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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Diabetes and hypertension affect Brazilians' health

Companies, Brands, and Innovation – What You Need to Know

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Abbreviations

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