

Vitamins and Supplements - Focus on Sports Nutrition - Brazil - September 2018

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"Brazil's supplements market goes through a historic moment, with the implementation of a specific legislation for the sector. The new rules should help raise the perception of quality and safety of the products, whose benefits will be scientifically proven. Manufacturers, however, should be aware they will need to redouble efforts in order to differentiate their products."
– Marina Ferreira, Research Analyst

This report looks at the following areas:

- Use of vitamins and supplements among lower socioeconomic groups is still limited
- Perception that it's better to have fortified food than vitamins and supplements is a barrier to the category
- Supplements need to adapt to the new regulatory framework

The vitamins and supplements market has benefited from the growing interest Brazilians have for issues related to health and well-being. According to Mintel, the sector should grow by 12.7% in 2018, a significant performance considering Brazil's unfavorable economic scenario.

The new regulatory framework created for the category of supplements, released by Anvisa (Brazilian Health Regulatory Agency) in July 2018, should bring transformations, contributing to the sector's credibility but also requiring investments from manufacturers in order to meet the new standards.

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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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