

Healthy Eating Trends - Brazil - December 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“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.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Healthy Eating Trends - Brazil - December 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

Definition

Executive Summary

Companies, brands, and innovations

Women need specific nutrients for different lifestages

Protein and fiber as sources of energy

The consumer

Women believe that healthy eating means eating everything in small portions

Figure 1: Attitude "Healthy eating means having everything in small quantities," by gender, June 2016

Men exercise more than women do to maintain a healthy lifestyle

Figure 2: Attribute "I prefer to combine eating what I want with regular exercise rather than dieting alone," by gender, June 2016

Consumers in socioeconomic group AB look for products that promise to improve physical appearance

Figure 3: Interest in innovation "Improves physical appearance (eg skin, nails, hair)," by socioeconomic group, June 2016

Young consumers want more discounts on healthy food and drinks

Figure 4: Healthy eating spending habit "I have bought healthy food when it was on promotion," by age group, June 2016

What we think

Issues and Insights

AB consumers can maintain their healthy habits and still save money

The facts

The implications

Gluten-free and lactose-free products can be positioned as healthy food options

The facts

The implications

Exploring healthful alternatives without compromising taste

The facts

The implications

The Market – What You Need to Know

Unemployment levels increase in Brazil

Opportunities to focus on mature consumers

Brazilians have more health problems

Market Drivers

Higher unemployment can affect sales of healthy foods

Aging population increases demand for healthful products

Diabetes and hypertension affect Brazilians' health

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

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Healthy Eating Trends - Brazil - December 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Women need specific nutrients at different stages of life
Protein and fiber as sources of energy

Who's Innovating?

Women are interested in products for different stages of their lives
Figure 5: Percentage of launches of food and drink products with claims targeted at women, within the total number of launches of this type of products in the world, by top 10 countries, 2016*
Fiber and protein can also be used to boost energy

The Consumer – What You Need to Know

Women take care of their health by eating less
Men see exercise as part of a healthy lifestyle
Benefits related to physical appearance appeal to AB consumers
Young, unemployed consumers are attracted to promotions

Attitudes toward Healthy Food/Products

Due to inflation, the healthy food/drinks category is perceived as becoming increasingly expensive
Figure 6: Attitudes toward healthy food/products, June 2016
Fortified and natural products could appeal more to AB consumers
Figure 7: Attitude "It's better to eat food fortified with vitamins than to take vitamin supplements," by socioeconomic group, June 2016
Women believe that healthy eating is eating everything in small portions
Figure 8: Attitude "Healthy eating means having everything in small quantities," by gender, June 2016

Attributes of Healthy Food/Products

Products for light exercise/active lifestyle have the potential to grow
Figure 9: Attributes of healthy food/products, June 2016
Healthier cooking shortcuts can appeal to female consumers
Figure 10: Attribute "I'd like to learn how to cook in a healthier manner," by gender, June 2016
Men exercise more than women to maintain a healthy life
Figure 11: Attribute "I prefer to combine eating what I want with regular exercise rather than dieting alone," by gender, June 2016

Interest in Innovation

Brazilians are interested in benefits related to their mental wellbeing
Figure 12: Interest in innovation, June 2016
Products could deliver more benefits related to quality of sleep
Figure 13: Interest in innovation "Enhances sleep quality," by age group, June 2016
Benefits related to physical appearance appeal to AB consumers
Figure 14: Interest in innovation "Improves physical appearance (eg skin, nails, hair)," by socioeconomic group, June 2016
Healthy Eating Spending Habits
Opportunity for wholesalers to promote the habit of cooking at home
Figure 15: Healthy eating spending habits, June 2016
Young consumers look for more discounts in healthy food and drinks
Figure 16: Healthy eating spending habit "I have bought healthy food when it was on promotion," by age group, June 2016
DE consumers are the least loyal to brands of healthy products

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Healthy Eating Trends - Brazil - December 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 17: Healthy eating spending habit "I have switched to cheaper brands of the same types of healthy food," by socioeconomic group, June 2016

Appendix – Abbreviations

Abbreviations

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com