

Healthy Eating Trends - Brazil - December 2018

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"Brazilians have an interest in adopting and maintaining healthy eating habits, but there are some barriers to overcome, such as the high price of healthy products and the difficulty of identifying and finding these products."
- Ana Paula Gilsogamo, Food and Drink Analyst

This report looks at the following areas:

- New food labeling rules challenge brands to invest in more healthful recipes
- Brazilians find it difficult to maintain healthy eating habits
- Certain health claims need to find ways of adding value to products

Despite that, consumers are willing to pay more for products with specific claims, such as organic/natural, added vitamins/minerals, and high fiber, which means depending on the attributes price doesn't have much weight. In order not to be dependent on price, brands need to invest in educating consumers about the benefits of their products, and provide more practical and convenient options.

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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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Despite the economic and political uncertainties, the market seems to have reacted positively after the elections

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New food and drink labeling rules should impact the market

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Products with a combination of added benefits can help consumers establish a healthy eating habit

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