

Healthy Eating Trends - What Products and Ingredients are Catching Consumers' Attention - Brazil - September 2019

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"In addition to physical wellbeing, consumers buy healthy food and drinks in order to have the benefits of mental/emotional wellbeing and healthy aging."
- Marina Ferreira, Food and Drinks Specialist

This report looks at the following areas:

- Food and drinks that promote a healthy aging need to overcome prejudice
- Ban on Moringa use in foods forces companies to find other ingredients that deliver the same benefits
- Brazilians recognize the benefits related to the main healthy claims, but companies must make sure they don't misunderstand the concepts of gluten- and lactose-free

Brands and companies need to develop products that meet these demands, making them more democratic, since Brazilians from all socioeconomic groups already understand that eating healthy can help better control emotional disorders. Products that promote healthy aging, on the other hand, still need to overcome prejudice. Focusing on prevention can be a way of ending the stigma that these products have.

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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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