

## Healthy Eating Trends: Incl Impact of COVID-19 - Brazil - October 2020

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“Due to the impact of COVID-19, healthy eating has become even more important in order to achieve a healthy body and boost the immune system. It also helps control the weight gained during the outbreak due to the lower levels of physical activity, deal with stress and anxiety and improve mental/emotional health.”

– **Ana Paula Gilsogamo, Senior Food and Beverage Analyst**

This report looks at the following areas:

- **Impact of COVID-19 on Brazilians' eating habits**
- **Healthy eating trends leveraged by COVID-19: eg immunity, mental and emotional health, food safety, weight control**
- **What actions are considered important to maintain healthy eating habits, and which of these are already part of consumers' daily lives**
- **Which categories in healthy eating stand out for Brazilian consumers**
- **Interest and motivation in paying more for food and beverages with health claims/benefits**

The importance given to healthy eating has increased due to COVID-19 as a way to keep the body in good health and control weight gain because of the restraints on physical activity, as well as helping deal with stress and anxiety and improve mental health and emotional wellbeing. Brazilians in general still relate home cooking to healthy eating habits that use fresh and/or minimally processed ingredients. They have started consuming more vitamins and supplements during the outbreak, and they see more value in food and beverages with added benefits, particularly those that support the immune system.

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## Table of Contents

### Overview

What you need to know  
Key issues covered in this Report  
Definition  
COVID-19: market context

### Executive Summary

Market overview  
Impact of COVID-19 on the healthy food and beverage category  
Figure 1: Predicted impact of COVID-19 in short, medium and long term on the macro food and beverage category and the healthy food and beverage category specifically – Brazil, October 2020  
Impact of the outbreak up until now  
Figure 2: Status of healthy eating habits during the COVID-19 outbreak – Brazil, June 2020  
Impact in the short and medium term (October 2020 to December 2021)  
Impact in the long term (2022-2025)  
Mintel Trend Drivers  
Figure 3: Mintel Trend Drivers  
Challenges  
Anvisa approves new nutritional labeling standard  
Unemployment and price increases of staple food and drink items impact Brazilians' shopping list  
Hygiene and protection of food and beverages are serious concerns among Brazilian consumers  
Opportunities  
Drinks with cognitive health benefits can provide iron to supplement the dietary needs of Generation Z  
Own brands can help Brazilians increase their consumption of plant-based foods  
Benefits of active ingredients to mental and emotional health in products that support healthy digestion can be highlighted

### Market Drivers

Unemployment and price increases of basic food items impact the shopping lists of Brazilians  
Figure 4: Under-use of the workforce and unemployment rate among the population able to work – Brazil, May 10-August 29, 2020  
Figure 5: IPCA – Accumulated and monthly changes in the year-on-year rate (%) – General index of products and services categories – Brazil, August 2020  
Rice and beans remain Brazilians' staple diet, while consumption of fruit and vegetables is below the recommended amount, and highly processed food consumption is increasing  
Rise in the incidence of chronic illnesses such as diabetes, hypertension and obesity  
Anvisa approves new nutritional standards labelling  
Figure 6: Maximum amount allowed of added sugar, saturated fats and salt for nutritional labelling on the front of packages – Brazil, October 2020  
Figure 7: Templates for the labeling of food containing added sugar, salt and saturated fat in the maximum recommended amount or over – Brazil, October 2020  
Figure 8: New template of the nutritional information chart  
Anvisa wants to ban hydrogenated fat by 2030

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

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Several Brazilian brands have launched organic and vegan products

Vitamin A has the same potential of vitamin C to be highlighted by brands in the healthy food and beverage category

General Mills sees 50% growth in its e-commerce thanks to its strategy to help consumers cook more at home

## Campaigns and Marketing Actions

Several brands in different categories invest in launching organic versions of their products

Figure 9: Range of organic chicken – Sadia

Brazilian brands invest in the launch of vegan options

Figure 10: Incrível Coxinha, 100% Vegetal (Awesome Chicken Thigh Fritter, 100% vegan) – Ofner e Sadia

Figure 11: Mix for vegan hamburger – Jasmine

Figure 12: Vegan butter – Grings

Figure 13: The New Fish – plant filets with flavor and texture of salmon – The New Butchers

Burger King's campaign features a moldy Whopper to advertise the removal of all food preservatives

Figure 14: Campaign Nothing but the Whopper – Burger King

Wickbold launches range of functional bread

Piracanjuba launches Imunoday range focusing on nutrition and supplementation

## Who's Innovating?

Vitamin A has the same potential as vitamin C to be highlighted by brands in the healthy food and beverage category

Figure 15: Top 10 active ingredients in food and beverages fortified with minerals and vitamins – Global launches, September 2017-September 2020

Food and beverages can invest in options with omega-3

Case studies

General Mills sees 50% growth in its e-commerce, thanks to its strategy to help consumers cook more at home

Figure 16: Betty Crocker, company website – General Mills

Figure 17: Pillsbury, company website – General Mills

NotCo, a Chilean company that specializes in plant-based products, secures an investment of \$85 million and targets the North American market

Figure 18: NotCo uses AI to create plant-based alternatives with flavor identical to original animal products

## The Consumer – What You Need to Know

Personalization can keep healthier Brazilians interested in products with additional benefits

Drinks with cognitive health benefits can provide iron to supplement the dietary needs of Generation Z

Vitamin C can add even more value to food and drinks

Own brands can help Brazilians increase their consumption of plant-based foods

Active ingredients that support a healthy digestion can highlight their benefits to mental and emotional health

Hygiene and protection of food and beverages are serious concerns among Brazilian consumers

## Changes in Healthy Eating Habits Before and During the COVID-19 Outbreak

Personalization can keep healthier Brazilians interested in products with additional benefits

Figure 19: Status of healthy eating habits during the COVID-19 outbreak – CHAID – Tree of choice – Brazil, June 2020

Figure 20: Personalized 3D printed gum supplements based on an interactive health questionnaire – Nourished

Figure 21: Explanatory video – Nourished

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Less healthy consumers need help to deal with stress and anxiety during the outbreak

Figure 22: Eating habits and healthy eating habits during the COVID-19 outbreak – Brazil, June 2020

## Purchase of Healthy Food and Drinks

Healthier alternatives to meat and dairy products may attract those who struggle to reduce their intake of animal-origin products

Figure 23: Purchase of healthy food and drinks – Brazil, June 2020

Drinks with cognitive health benefits can provide iron to supplement the dietary needs of Generation Z

Figure 24: Purchase of healthy food and drinks, by generation – Brazil, June 2020

Figure 25: Range of functional soft drinks – Koios

Brazilian beer brands can invest in healthy options targeting men aged 55 and over

Figure 26: Purchase of healthy food and drinks, by gender and age group – Brazil, June 2020

## Interest in Health Claims

Vitamin C can add even more value to food and drinks

Figure 27: Interest in vitamins and minerals – Brazil, June 2020

Brazilians who adopted much healthier habits during the outbreak showed the highest interest in vegan and plant-based alternatives

Figure 28: Interest in health claims, by healthy habits during the covid-19 outbreak – Brazil, June 2020

Brands can invest in sweets and desserts with high fiber content to provide health benefits as well as flavor and texture

Figure 29: Purchase of healthy food and drinks and interest in health claims, by age group – Brazil, June 2020

## Important Factors to Maintain a Healthy Diet

Private label can help Brazilians increase their consumption of plant-based foods

Figure 30: The importance of increasing the amount of plant-based food and beverages consumed – Brazil, June 2020

Figure 31: Veg Burger Traditional and Barbecue – Mari Mari

Brands can help Generation Z to cook from scratch more often in order to cultivate healthy eating habits

Figure 32: The importance of cooking from scratch to maintain a healthy diet, by generation – Brazil, June 2020

Figure 33: Campaign “Comida de Casa é Camil” (Home Cooked Food Is Camil)

Snacks with natural ingredients well known for their mental health benefits might attract Brazilian female consumers

Figure 34: Important factors to maintain a healthy diet, by gender – Brazil, June 2020

## Habits and Attitudes toward Healthy Eating

Active ingredients that support a healthy digestion can highlight their benefits to mental and emotional health

Figure 35: Habits and attitudes toward healthy eating – Brazil, June 2020

Tinned food can emphasize ease of storage benefit to counteract perception of being less healthy

Figure 36: Habits and attitudes toward healthy eating, by interest in health claims – Brazil, June 2020

Healthy alternatives to industrial products might earn customer loyalty of classes AB, even after the outbreak

Figure 37: Habits and attitudes toward healthy eating and habits and attitudes toward healthy eating during the COVID-19 outbreak – Brazil, June 2020

## Healthy Eating Habits during the COVID-19 Outbreak

Hygiene and protection of food and beverages are serious concerns among Brazilian consumers

Figure 38: Healthy eating habits during the COVID-19 outbreak – Brazil, June 2020

Figure 39: Antibacterial supermarket trolley bag – Morrisons

Figure 40: X Germinator – Summerhill Market

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Figure 41: Cartilha Turma da Mônica – Booklet “How to Handle Food in the Coronavirus Era”

Breakfast options that help with weight control might attract Baby Boomers

Figure 42: Healthy eating habits during the COVID-19 outbreak, by generation – Brazil, June 2020

Ready meals can capitalize on men's interest during the outbreak to broaden their penetration in this consumer group

Figure 43: Habits and attitudes toward healthy eating and habits and attitudes toward healthy eating during the COVID-19 outbreak, by gender – Brazil, June 2020

## Appendix – Abbreviations

Abbreviations

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