

Healthy Eating Trends – Brazil – 2021

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This report looks at the following areas:

- COVID-19 impact on eating habits in short, medium and long term
- Healthy eating habits status, past year and now
- Diets Brazilians follow
- Healthy eating change by category
- Reasons to maintain healthy eating habits
- Prohibitive claims/ingredients
- Attitudes toward healthy food/products

The survey conducted for this Report indicates that a large proportion of Brazilians have adopted healthier eating habits. The vast majority of them are motivated by the search for physical and mental/emotional wellbeing as well as weight management.

Healthier eating habits are still very much linked to following diets. Additionally, the search for healthier options impacts categories differently, either by increasing (eg animal protein) or decreasing consumption (eg ready-made foods, snacks, sweets and alcoholic beverages). This has stimulated the search for healthier versions and homemade options, such as grain-based products and baked goods.

These consumer choices also permeate the macro category as a whole. That is the case of claims such as high saturated fat, high sodium and high added sugar, which are prohibitive for some consumers.

Despite the fact that the declining purchase power of some consumers, especially due to high food prices, has a great impact on consumer choices, there is still room for innovation in the category and for more affordable solutions – in terms of price, distribution and convenience.



“Many Brazilians have tried to adopt healthy eating habits in the last two years. In 2020, the main motivation was achieving physical and mental/emotional wellbeing, while in 2021 it has been weight management. The economic recession and rising food prices have forced consumers to balance their diet and budget.”

– Ana Paula Gilsogamo, Food and Drink Senior Analyst

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