

# Healthy Eating Trends - Brazil - 2022

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## This report looks at the following areas:

- Market drivers such as inflation, food insecurity, the impact of COVID-19 on physical and mental health, and new legislation and regulations
- Expected benefits of an ideal diet
- Purchase of food and drinks in healthy versions by category
- Factors driving the consumption of unhealthy food and drinks
- Factors for maintaining healthy eating habits

Consumers consider fresh and lightly processed ingredients, the balance between healthy and indulgent options and moderate consumption of certain ingredients (eg caffeine and alcohol) to be important for healthy eating. However, consumers are not always able to keep these habits. The main barriers to doing so are lack of disposable income to buy healthy foods, and the temptation to select less healthy options when dining out or attending social gatherings.

In the search for an ideal diet, weight control remains highly relevant. Nevertheless, there is a growing perception that being thin does not necessarily mean being healthy. Therefore, marketers have a chance to invest in options that support mental and emotional health, healthy aging, and the prevention of diseases with a focus on heart, muscle and brain health.



“Price, lack of options when dining out, and social occasions are the main reasons consumers diverge from healthy eating habits. In this context, the category has the challenge of offering more diverse, inclusive and convenient options.”

– Ana Paula Gilsogamo, Food and Drink Senior Analyst – Latam

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