

Wellness Lifestyle – Brazil – 2023

Report Price: £3265 | \$4495 | €3940

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- How do Brazilians currently assess their wellbeing
- What areas of life are Brazilians focused on to improve their wellbeing in 2023
- Long-term habits to improve wellbeing and immediate actions to deal with stress
- Main sources of stress and anxiety
- Attitudes and habits toward wellbeing

In a context of tight budgets, overloaded daily lives and great anxiety, brands need to stop marketing wellbeing as a luxury – and offer affordable options for products and services that meet segmented demands. According to the survey, concern for mental health and emotional wellbeing continues to be a focal point, but there is a greater demand for action that meets more diverse consumer profiles, such as the LGBTQ+ community and black consumers, as well as low-income demographics. Focusing on physical wellbeing, the practice of physical exercises and the consumption of a balanced diet are points of attention and continue to be challenges for most consumers focused on a wellness lifestyle.

The sources of stress and anxiety also vary according to different profiles. Between generations, for example, while for Gen Z work and the demand for productivity are points of stress, anxiety and frustration, among Baby Boomers, the feeling of insecurity and the bleakness of news coverage of current events stand out.



"Wellbeing is an important topic for Brazilians, no longer restricted to one or another category but covering different areas of consumers' lives."

– Ana Paula Gilsogamo,
Senior Analyst – Latam

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition

EXECUTIVE SUMMARY

- Market overview
- Analyst outlook
Figure 1: Analyst outlook for the wellness category, February 2023
- Challenges
- Unemployment declines and average income grows, but finances remains a concern
- While discussing mental health is often still taboo, demand for services is urgent
- Work environment should continue to be a focus on the wellbeing and mental health among young people
- Brands can educate and help Boomers deal with scams and negative news cycles
- Opportunities
- Brands adapted to different profiles can help consumers maintain a physical exercise routine
- Controlling small daily tasks can help Gen Zs deal with self-demand and maintain long-term habits
- Affordable relaxing food and drink options can help classes C, D and E deal with stress
- Brands can invest in audio resources to offer relaxing experiences and help consumers cope with stress

MARKET DRIVERS

- Unemployment declines and average income grows, but financial situations remain a concern
Figure 2: Types of wellness sought by Brazilians, 2023
- Work has a great impact on Brazilians' wellbeing
- More than half of Brazilians live in food insecurity
- COVID-19 has long-term impacts on physical and mental health

KEY PLAYERS

- Companies and brands
- Focusing on the self-care routine, the beauty category invests in the wellness market

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 3: Natura's Self-Care Cards

Figure 4: Johnson & Johnson's microseries

- **In addition to functional food and drink, sensory stimuli connect with wellbeing**

Figure 5: Chock #SemCulpa TPM Alívio Chocolate – source of vitamin B6, zinc and magnesium

Figure 6: Nissin campaign

Figure 7: Bis – Stranger Things 4 special edition

- **Apps and online services launch campaigns focused on the safety of their users**

Figure 8: Tinder campaign

- **Case Study**

- **After 250% growth in the first half of 2022, Lubs wants to consolidate its hold on the sexual wellbeing category**

Figure 9: Current participation in and future interest in an active, healthy sex life, 2023

Figure 10: Instagram post

Figure 11: Reflection Kit – Sex Journal + Scented Candle

WELLNESS SELF-EVALUATION AND WELLNESS LIFESTYLE DEFINITION

- **Mental health stands out as a wellness focus among black consumers**

Figure 12: Interest in improving mental health this year, by self-identification of race/ethnicity, 2023

Figure 13: Bad Bitches Have Bad Days Too

Figure 14: Therapy for Black Girls

- **Those who seek to improve the social and intellectual skills also have appearance as a focus**

Figure 15: Wellness lifestyle definition – Selected item, by other focal areas, 2023

- **Those who rate their wellbeing as OK feel more uncomfortable talking about their mental health**

Figure 16: Comfort with discussing mental health, by wellness lifestyle self-evaluation, 2023

Figure 17: Instagram/Psicotrópica

LONG-TERM WELLNESS HABITS

- **Adapting to help consumers maintain a physical exercise routine**

Figure 18: Long-term wellness habits – "I don't currently do this, but I plan to in the future," 2023

Figure 19: Nike Sync

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- **Relaxing experiences outdoors and sleep quality can attract women who want to take a vacation from their busy routine**

Figure 20: Long-term wellness habits – sleep and spending time outdoors, by gender, 2023

Figure 21: Day Break platform

- **Consumers who don't live alone have greater difficulty maintaining a balanced diet**

Figure 22: Long-term wellness habits – eating a healthy diet, by household size, 2023

Figure 23: Headspace Family Plan

CONSUMERS ANXIETIES

- **Work environment should remain a focus of mental health among young people**

Figure 24: impact of work on anxiety, by age group, 2023

Figure 25: Deli Life

Figure 26: Oreo Thininvite campaign, 2022

Figure 27: Oreo Thins + Microsoft 365 partnership, 2022

- **Brands can help Baby Boomers deal with scams and news impact**

Figure 28: Consumer anxiety generated by the news cycle or feeling unsafe, by generation, 2023

Figure 29: Itaú campaign against scams

IMMEDIATE WELLNESS ACTIONS

- **Brands can invest in audio resources to offer relaxing experiences and help consumers cope with stress**

Figure 30: Immediate wellness actions, 2023

Figure 31: SmokeLess Break Beats

Figure 32: Calm campaign

- **Affordable options of relaxing food and drinks can help classes C, D and E deal with stress**

Figure 33: Immediate wellness actions – Selected items, by socioeconomic group, 2023

Figure 34: Private label foods and beverages with sleep and relaxation claims

- **Innovations combine aromatherapy with physical exercise can target consumers who live alone**

Figure 35: Interest in exercising and aromatherapy as wellness actions, by housing situation, 2023

Figure 36: Smells like Yoga

Figure 37: HIIT ME UP Energizing essential oils

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 38: Yoga mat sanitizing cleaner

- **Brands can help LGBTQ+ people adopt individual or collective rituals that help them connect with their spirituality**

Figure 39: Practice of a spiritual ritual, by LGBTQ+ self-identification, 2023

Figure 40: Mastercard campaign, 2022

Figure 41: American Express campaign, 2022

ATTITUDES AND HABITS

- **Newsletters can offer greater control, convenience and news curation for overwhelmed consumers**

Figure 42: Attitudes and habits, 2023

Figure 43: Canal Meio website screenshot

- **Small daily tasks can help Gen Z create long-term habits**

Figure 44: Attitudes and habits, by generation, 2023

Figure 45: Noom: Healthy Weight Loss App

Figure 46: Shimmy: Workouts for Charity App, 2023

Figure 47: Forest app

- **Frustration generated by the content of traditional social networks can motivate the search for new formats**

Figure 48: Negative feelings resulting from following others on social media, by social networks accessed weekly, 2023

APPENDIX – ABBREVIATIONS

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.