

# Free From in Brazil

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## Abstracts

The enhanced perception towards the quality of daily diets brought by the restrictions of the pandemic has created space for products with a premium positioning to enter new occasions as part of consumers' meals. Among higher-income consumers, a movement towards upgrading items as they explored new ingredients and subsequently new nutritional benefits has driven interest in health and wellness packaged food. Although free from is traditionally focused on specific groups with intolerance needs, i...

Euromonitor International's Free From in Brazil report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** Free From Allergens, Free From Dairy, Free From Gluten, Free From Lactose, Free From Meat.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Free From market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### FREE FROM IN BRAZIL

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Free from benefits from premiumisation during pandemic

Accelerated demand for free from gluten leads to broader consumer base

Free from meat fast-tracked by product innovation and consumer experimentation

#### PROSPECTS AND OPPORTUNITIES

Increasing awareness of intolerance to benefit sales of free from

Consumption polarisation is risk for food of higher specific value in coming years

Meat substitutes face challenges on affordability and regulation

#### CATEGORY DATA

Table 1 Sales of Free From by Category: Value 2016-2021

Table 2 Sales of Free From by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Free From: % Value 2017-2021

Table 4 LBN Brand Shares of Free From: % Value 2018-2021

Table 5 Distribution of Free From by Format: % Value 2016-2021

Table 6 Forecast Sales of Free From by Category: Value 2021-2026

Table 7 Forecast Sales of Free From by Category: % Value Growth 2021-2026

### HEALTH AND WELLNESS IN BRAZIL

#### EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

#### MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth  
2021-2026

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth  
2021-2026

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SOURCES

Summary 1 Research Sources

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