

HW Cooking Ingredients and Meals in Brazil

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Abstracts

The pandemic and economic crisis hit Brazilians hard and created polarisation in consumption habits. Those in lower- income segments were forced to trade down and reduce costs by choosing regional brands or private label options, while consumers of classes A and B were more likely to work remotely, save on outgoings such as transport, and spend more on healthy products that they perceived as supporting their immunity. 2022 was close to a normal year in terms of COVID-19 restrictions in Brazil an...

Euromonitor International's HW Cooking Ingredients and Meals 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

Get a detailed picture of the HW Cooking Ingredients and Meals 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

HW Cooking Ingredients and Meals in Brazil
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LIST OF CONTENTS AND TABLES

HW COOKING INGREDIENTS AND MEALS IN BRAZIL
KEY DATA FINDINGS

2022 DEVELOPMENTS

Gradual economic recovery supports positive curve of health and wellness cooking ingredients and meals in Brazil

Gluten free is leading claim, supported by rising awareness of food intolerance

Bone and joint health registers growth in health and wellness cooking ingredients and meals due to the performance of olive oil

PROSPECTS AND OPPORTUNITIES

Optimistic forecast, as consumers value convenience with health benefits

Gluten free to remain strong claim as target audience expands beyond consumers with food intolerances

Plant-based set to increase in significance over forecast period, due to a rising flexitarian consumer base

CATEGORY DATA

Table 1 Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 4 Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 5 Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 6 Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 7 Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 8 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness

Type: Value 2022-2027

Table 9 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness

Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN BRAZIL

EXECUTIVE SUMMARY

Overview

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