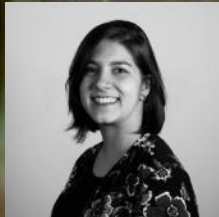


Health Eating: trends and opportunities

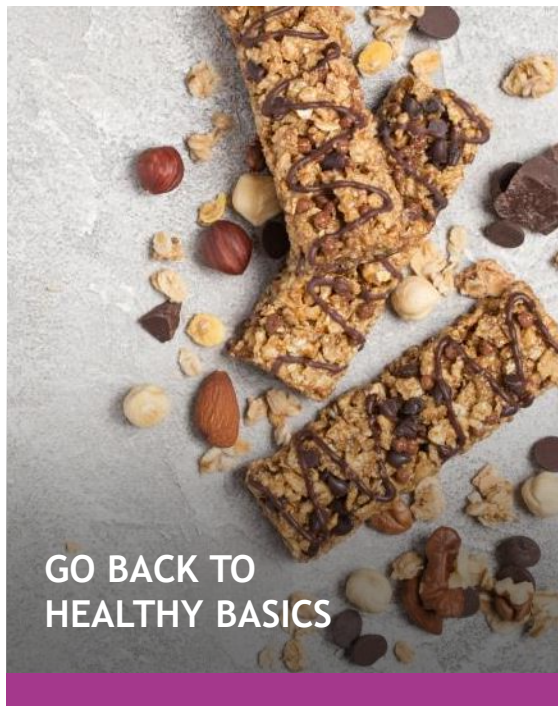


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November 2020

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COVID-19 is giving consumers a new reason to eat and drink healthily

The COVID-19 pandemic may prompt people to pay greater attention to their health, and to seek ways to protect their health for the long term through their diet.

IN THE US

42%

of respondents agreed they have put a higher priority on eating healthy since the COVID-19 outbreak

IN CANADA

36%

of respondents agreed they have put a higher priority on eating healthy since the COVID-19 outbreak

IN BRAZIL

59%

of respondents agreed they have put a higher priority on eating healthy since the COVID-19 outbreak

Base: 2,000 US internet users aged 18+, Sept 17 - 25, 2020; 2000 Canadian internet users aged 18+, Sept 17 - 27, 2020; 500 Brazilian internet users aged 16+, Sept 14-22, 2020

Source: Lightspeed/Mintel; Mintel's Global COVID-19 Tracker



GO BACK TO HEALTHY BASICS

MINTEL

New nutritional labeling approved by Anvisa should bring sugar, sodium and fat back to the center of the discussion on healthy eating

The highlight is due to the new models for declaring frontal nutritional labeling, which require foods and beverages whose quantities of added sugars, saturated fats and sodium are equal to or higher than the limits defined to bring alerts on the part front of your products.

Another important change will be in the information provided in the table. The identification of total and additional sugars, the declaration of the energy and nutritional value per 100 g or 100 ml, will help to compare products, and the number of portions per package.



MODELOS QUE DEVEM SER USADOS EM ALIMENTOS CUJAS QUANTIDADES DOS TRÊS NUTRIENTES (AÇÚCARES ADICIONADOS, GORDURAS SATURADAS E SÓDIO) SEJAM IGUAIS OU SUPERIORES AOS LIMITES DEFINIDOS - ANVISA

Sugar, sodium and fat concern Brazilians

Between 2006 and 2019, the prevalence of diabetes increased from 5.5% to 7.4% ; arterial hypertension from 22.6% to 24.5%. The biggest increase, however, is related to obesity, which went from 11.8% in 2006 to 20.3% in 2019 (positive variation of 72%). This means that two out of 10 Brazilians are obese and more than half of Brazilians are overweight (55.4%).

SUGAR

47%

of Brazilians said that they would be interested and would pay more for food and drinks with low sugar claims

SODIUM

47%

of Brazilians said that they would be interested and would pay more for food and drinks with low sodium claims

WEIGHT

37%

of Brazilians agreed that they started to eat healthier to maintain their weight, as they reduced their physical activities due to COVID-19.

Base: 1500 brazilians internet users 16+

Source: Lightspeed/Mintel

Focusing on the positives: some brands balance minus claims with added benefits such as protein and fiber

[Quaker Cocoa Chip Cereal Bars](#)

have a new recipe which claims on pack to be free of warnings, with no added sugar, a good source of fiber and to contain 30% Quaker whole oats.

[Wild Protein Bitter Chocolate Vegan Protein Bars](#)

also highlights on pack that it is warning-free. These plant-based bars claim to be an excellent source of protein, containing 14g each, equivalent to 29% of the recommended daily intake.



No added sugar and 30% of whole oats (Chile)



No added sugar and 29% of protein daily intake (Chile)

Removing the negatives: brands are highlighting reduced calories on pack

With the goal of being positioned as a warning-free white bread, Ideal Chile introduced a new white bread, developed according to the labeling law, that contains only [43 calories](#) per slice. It claims to be a good source of dietary **fiber**, free from trans fat, and have no added sugar.

[Puri Pop Chocolate Flavored Popcorn](#) has reduced the number of calories from 63 per 200ml cup to 43 and it has been sweetened with **allulose** and **stevia**.



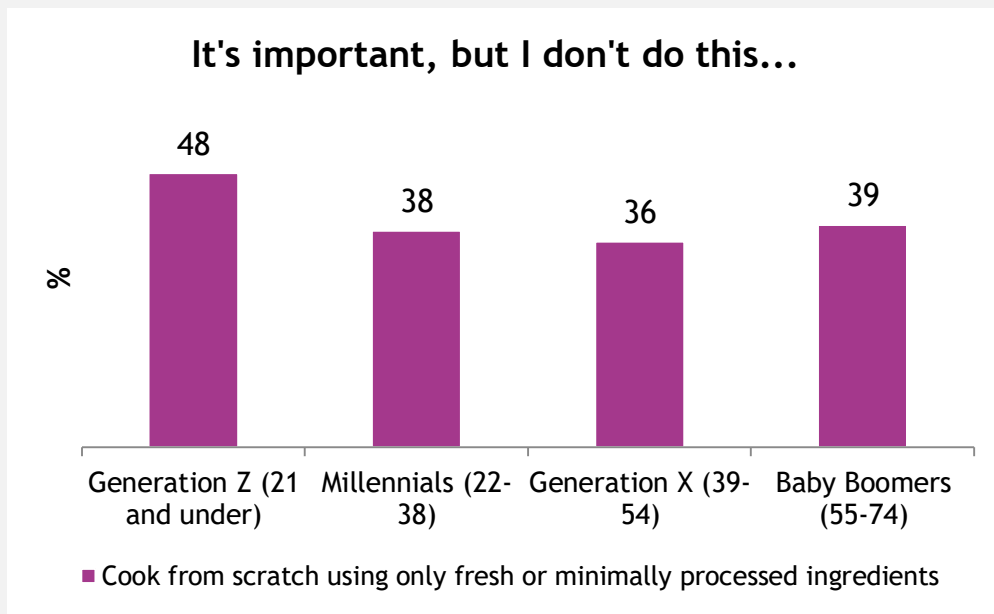
Ideal (Chile)



Puri Pop (Chile)

Brands can help Gen Z to cook more from scratch as a way to cultivate healthy eating habits

With 89% of mentions, cooking from scratch using only fresh or minimally processed ingredients is the attitude that was most mentioned by Brazilians as important for maintaining healthy eating habits. And although half of the interviewees (50%) besides considering it important to claim to have this habit, a still large percentage (38%) said they did not do it, despite considering it important. And it is possible to observe that Generation Z, despite considering cooking from scratch as an important action for maintaining healthy eating habits, is the one that does the least.



Important factor to maintain healthy eating - Brazil, June 2020

Brands can help Gen Z to cook more from scratch as a way to cultivate healthy eating habits

The Camil brand, focused on grains such as beans and rice, launched in 2020 the campaign Comida de Casa é Camil in which influencers from the culinary and home economics universe make recipes and give tips to help Brazilians prepare homemade meals using the brand's products, in the format of lives, which are then available for consultation on the brand's YouTube channel.

Video content, in addition to recipes, also teaches how to plan the week's menu and how to reuse leftovers and ingredients to the fullest. Some of the influencers are: MasterChef Brasil winner Dayse Paparoto, Rita Lobo from the Panelinha channel and GNT's program, Carol Sandler from the @ Finance for Women channel, Gi Souza from the @Receitas de Minuto channel, Simone Fiuza from @ lookdofogao, Luiza Zidan among others.



Important factor to maintain healthy eating - Brazil, June 2020

**SUPPORT THE IMMUNE SYSTEM
HOLISTICALLY**



Immunity support is of growing importance to Brazilians

VITAMINS AND SUPPLEMENTS

32%

of Brazilians are taking more supplements/vitamins to help boost immunity (eg vitamin C) as a result of the COVID-19

ADDED INGREDIENTS

34%

of Brazilians are having more food and drinks with added ingredients to boost my immune system (eg Turmeric, Vitamins) as a result of the COVID-19

FRESH INGREDIENTS

46%

of Brazilians started to cook recipes with fresh ingredients to boost their immune system because of COVID-19

Base: 1,500 internet users aged 16+

Source: Lightspeed/Mintel - Mintel Tracker COVID-19 - April 13-April 30, 2020



Consider a multi-faceted approach to support immune health

Inadequate sleep, poor nutrition and stress take a toll on the body's [immune system](#), leaving it more susceptible to illness.



Protein for strength and immunity
[Dulce de Leche Filled Protein Cookies](#) are a good source of protein. Contain 5g, which is said to help to recover muscle mass, improved strength and create defenses for the immune system. (Colombia)



Pairing sleep with immunity
[Airborne Very Berry + Good Rest Immune Support Supplement](#) features a blend of vitamins, minerals, L-theanine and herbs designed to help support the immune system. (US)



Hydration and vitamins for immune support
[Talking Rain Mixed Berry Naturally Flavored Enhanced Water](#) is said to support the immune system and keep one hydrated. It contains 9% juice and coconut water, and features vitamins A, B and D, electrolytes and zinc. (US)

Supporting a healthy gut microbiota has broad potential for immune health

Probiotics, prebiotics and postbiotics can play a role in functional food and drink to help consumers support their immune systems by [supporting their microbiota](#).



Supports the immune system
[Plain Unsweetened Cultured Whole Milk Kefir](#) features [probiotics](#) and vitamin D. Claims to help support the immune system and balance digestive health. (US)



Supports mucous membranes
[Wellness Aloe Drink](#) is positioned as an excellent digestive soother and immune builder. Contains unique aloe polysaccharides to soothe the [mucous membranes](#) lining the digestive tract. (South Africa)



Increases body's defenses
[White Peach & Yogurt Flavor L-137 Plus+ Lactic Acid Jelly Drink](#) features 10 billion heat killed lactic acid bacterium L-137. (Japan)
Research has found HK L-137 has [benefits for the immune system](#)

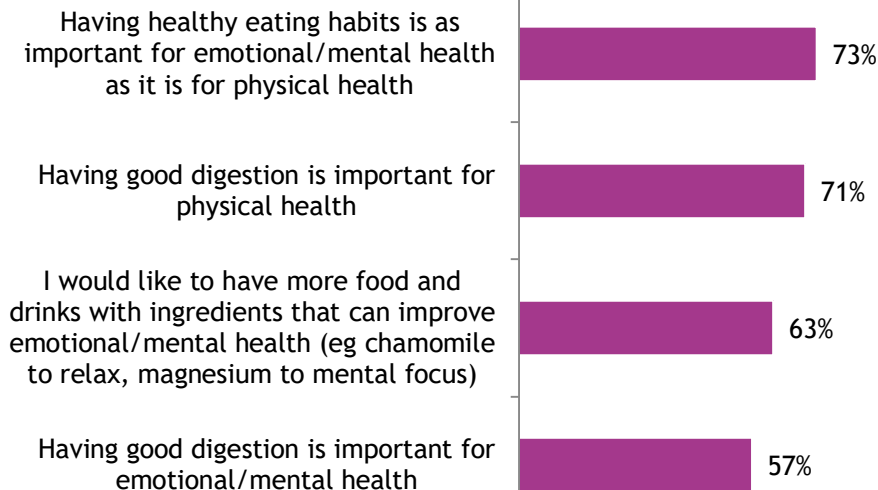
ADDRESS NEW FUNCTIONAL NEEDS



Food and drink digestive health options can highlight mental and emotional health benefits

63% of Brazilians would like to consume more food and drinks with ingredients that can improve mental / emotional health.

Although there is an agreement that healthy eating habits are good for both physical and mental health, there is still a difference in this perception in relation to digestive health. Since there are more and more scientific studies that suggest that digestive health is directly related to mental and emotional health. There is an opportunity for foods and beverages that promote digestive health to also educate the consumer and communicate clearly about their benefits for mental / emotional health.



HABITS AND ATTITUDES TOWARDS HEALTHY EATING - BRASIL, JUNE 2020

Base: 1.500 internet users aged 16+

Source: Lightspeed / Mintel



This may be an opportunity specifically for foods and drinks with probiotics / prebiotics



Kefir Babushka's Kefir Coconut Probiotic Kefir. Australia, September of 2018

According to the manufacturer, the product contains natural yeasts, microflora and prebiotic inulin which is considered good for the digestive system and for improving mood.



Leite fermentado Yakult 1000 Lactic Acid Drink. Japan, November 2019.

According to the manufacturer the drink is fortified with the highest content of *Lactobacillus casei* Shirota YIT 9029, containing one billion per 1 ml, improves intestinal flora, relieves stress and helps you sleep better.

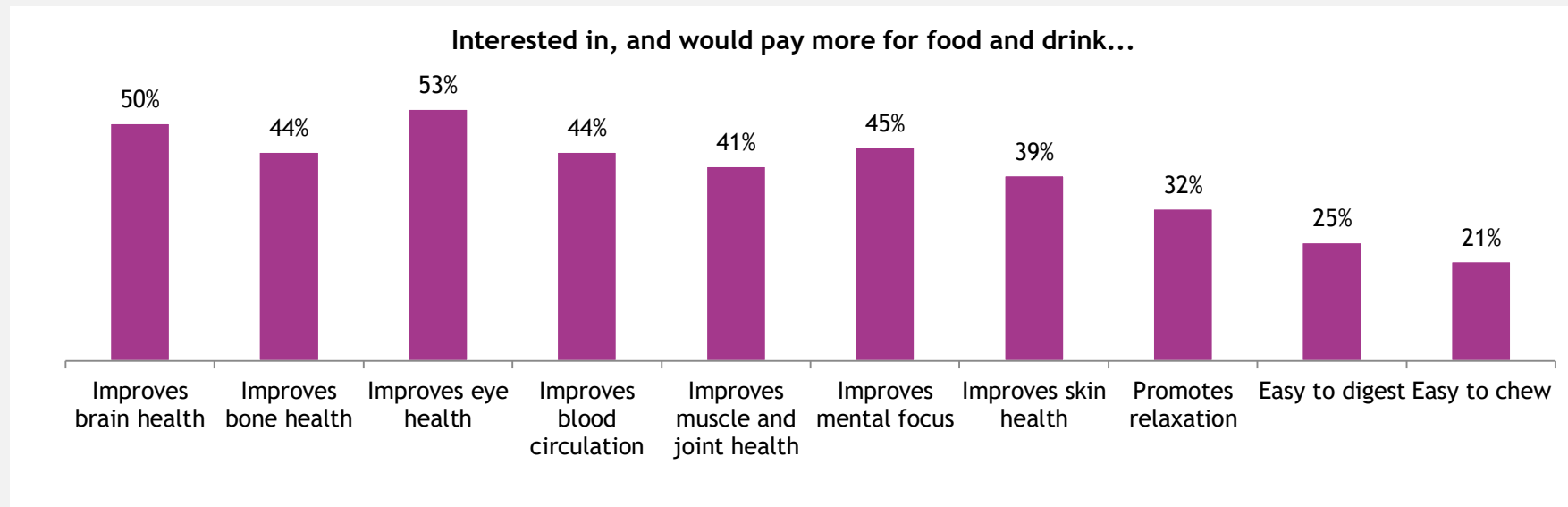


Bebida Asahi Hataraku Atamani Support Calpis Lemon Flavour Lactic Acid Drink with Lactononadecapeptide. Japan, November 2019.

According to the manufacturer, the lactic acid drink is formulated with lactononadecapeptide, which improves the concentration and cognitive function of middle-aged and elderly people.

Brazilians consumers are interested in a variety of health claims/attributes

"How would you describe your interest in, and willingness to pay more for, food and beverages with the following health claims?"



Base: 1,500 internet users aged 16+

Source: [Lightspeed/Mintel](#)

Offer nutritional solutions to support eye health

Explore new opportunities to provide [eye health supplements and functional foods](#) to consumers who may be exposed to prolonged screen time. Outside of the baby food category, very few [food and drink products](#) make functional claims for eye health.

Consuming certain nutrients - either through foods or supplements - can help preserve vision. Eye health-friendly nutrients include zinc, lutein, zeaxanthin, vitamin A and omega-3 fatty acids.

Lutein and zeaxanthin are sometimes described as "internal sunglasses" as these concentrated pigments in the macula help protect the retina from blue light. Additionally, because the retina and the brain are both comprised of neural tissue, emerging research is investigating the role lutein plays in [cognitive function](#) too.



[Mango Milk Candy](#) with lutein to enhance contrast sensitivity (Japan)

More people working from home generates opportunities for BFY mental energy drinks



[Shine+ Peach & Passionfruit Sparkling Nootropic Drink](#) (Australia)

Globally, the number of people working from home has soared as a result of lockdown measures, and for those still in employment, [working from home](#) could be the new normal in the future. This applies more to private sector workers than the public sector, as some jobs are impossible to do from home (eg hospitality, construction).

Drinks that offer mental focus are well-suited to home workers. This presents opportunities for adaptogens and [nootropics](#). In drinks, the appeal of these ingredients is currently limited owing to low awareness and high pricing. However, the growing focus on [mental wellness products](#) could inspire more affordable offerings from mainstream brands.

Only 3% of global food and drink launches were fortified with vitamin D in the past five years

Vitamin D is produced by the body during sunlight exposure but it is also found in fatty fish and [fortified products, especially dairy, baby food and other categories](#). 50% of Brazilians who had any interest in food and beverage with vitamins and minerals mentioned Vitamin D.



Antioxidant water with vitamin D
[Aqualove Antioxidant Alkaline Water with a Hint of Mixed Berry](#) is enhanced with selenium, vitamin D and vitamin E, features a high pH of 9-10, and is infused with antioxidants to fight free radicals and protect healthy cells. (Australia)



Complete nutrition drink with added vitamin D
[Huel Vanilla Flavor Ready-to-Drink Complete Meal](#) claims to be a nutritionally complete meal, with 26 essential vitamins and minerals - including 20% daily value of vitamin D. (France)



Vitamin D and protein team up
[Kellogg's Special Cereals with Nuts, Granola and Seeds](#) feature vitamin D, which helps in the normal functioning of the immune system. (Italy)

Nutrition gets personal

83% of Brazilians are interested in high protein food and beverages. And 25% of them are also willing to pay more for this type of product.

The next step for functionality is personalization rather than crude 'one fits all' pre-made solutions.

As science improves and costs decline this will start to infiltrate the mainstream.



[Personalised Protein Co.](#): 'the first personalised protein company' (UK)



Mintel recommends

01

Go back to healthy basics

The COVID-19 pandemic has brought about a renewed interest in healthy eating. Looking forward, develop products that are nutrient dense while being low/free sugar, sodium and calories.

02

Support the immune system holistically

Inadequate sleep, poor nutrition and stress take a toll on the body's immune system, leaving it more susceptible to illness. Offer holistic immune system support by addressing these areas in functional food and drink products.

03

Address new functional needs

Incorporate key nutrients that consumers need as they adjust to their new circumstance. To respond to new gut health, stress/anxiety management, eye health due to prolonged screen time and vitamin D for indoor lifestyles.

Meet the Expert



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and why**

