

INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION



2024 Consumer Tracker
BRAZIL



Brazilians & Healthy Eating

The International Fresh Produce Association (IFPA) is the leading global trade association representing companies in the fresh produce and floral supply chains.



Research Purposes & Objectives

The IFPA performs a Global Intelligence Consumer Tracking Study on an annual basis to understand and trend consumer behavior and motivations when purchasing fresh fruit and vegetables.

Research is conducted in seven (7) unique geographic areas:

- United States
- Australia
- Brazil
- China
- Germany
- UK
- South Korea

This report summarizes the findings in **Brazil with 753 consumers.**

Margin of Error:

Overall, the sample size has a margin of error of +/- 1.4% at a 95% level of confidence; or +/- 3.6% for Brazil.



Methodology and Sample Composition

A total of 753 Brazil based surveys were conducted for the study from December 3 - 18, 2024. Participants were sourced from leading online research panels.

To qualify for study inclusion, respondents were screened to meet the following qualifications:

- Age 18 - 78
- Primary or shared responsibility for purchasing groceries for household
- Purchase groceries once a month or more often
- Reside within Brazil
- Does not work in a competitive industry

All research was carried out in compliance with all relevant legal and ethical requirements within Brazil and in compliance with ISO 20252:2019.



Brazilians & Healthy Eating



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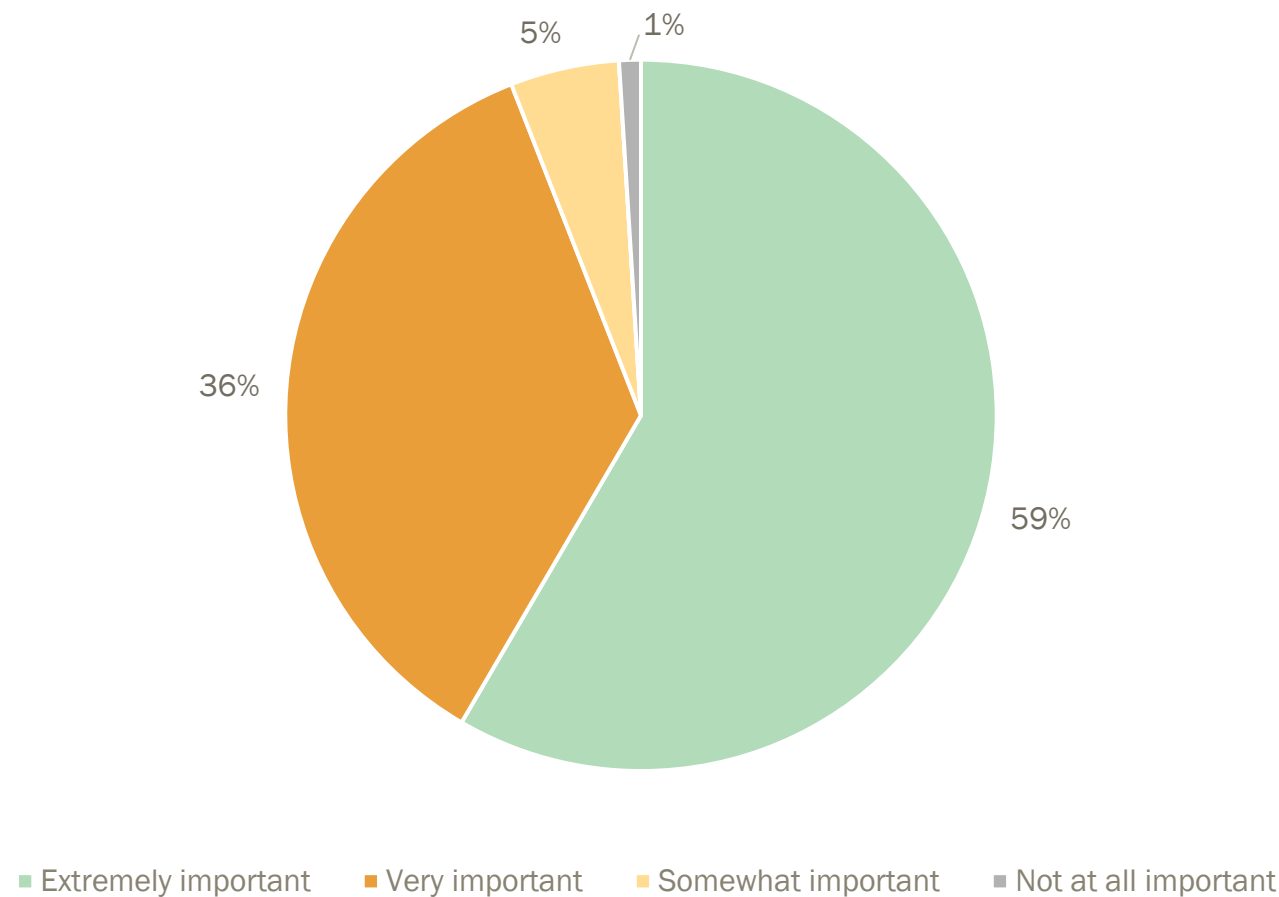
Healthy Eating

Healthy eating is a critical aspect of maintaining overall well-being and preventing chronic diseases. In Brazil, the focus on healthy eating has been growing, with consumers increasingly aware of the importance of incorporating fruits and vegetables into their diets yet this has not transformed into action. This report provides an in-depth analysis of the current state of healthy eating in Brazil, based on recent survey data.



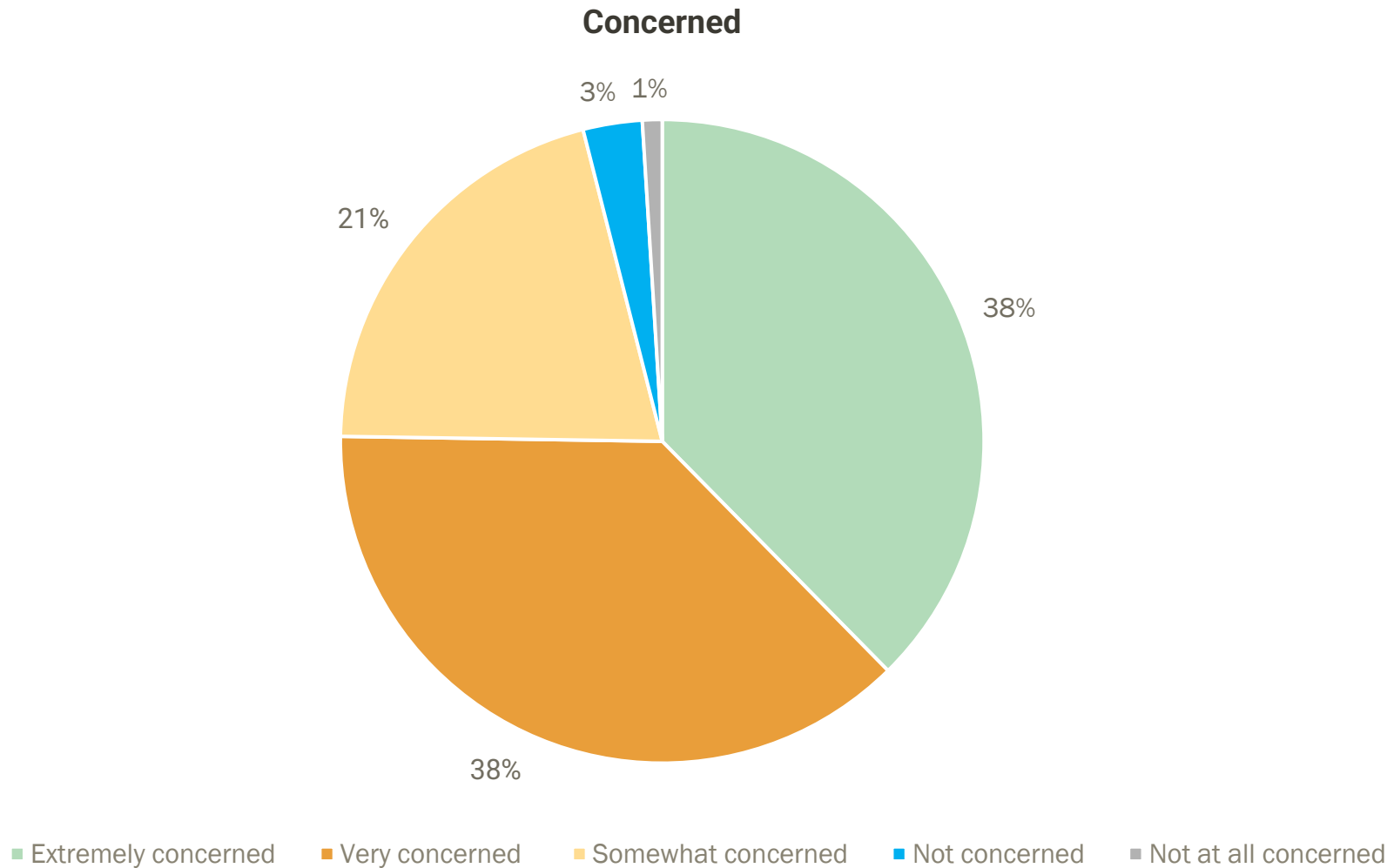
94% of Brazilians believe eating **fruits and vegetables is important to maintaining their lifestyle.**

Fruit & Vegetable Consumption Importance



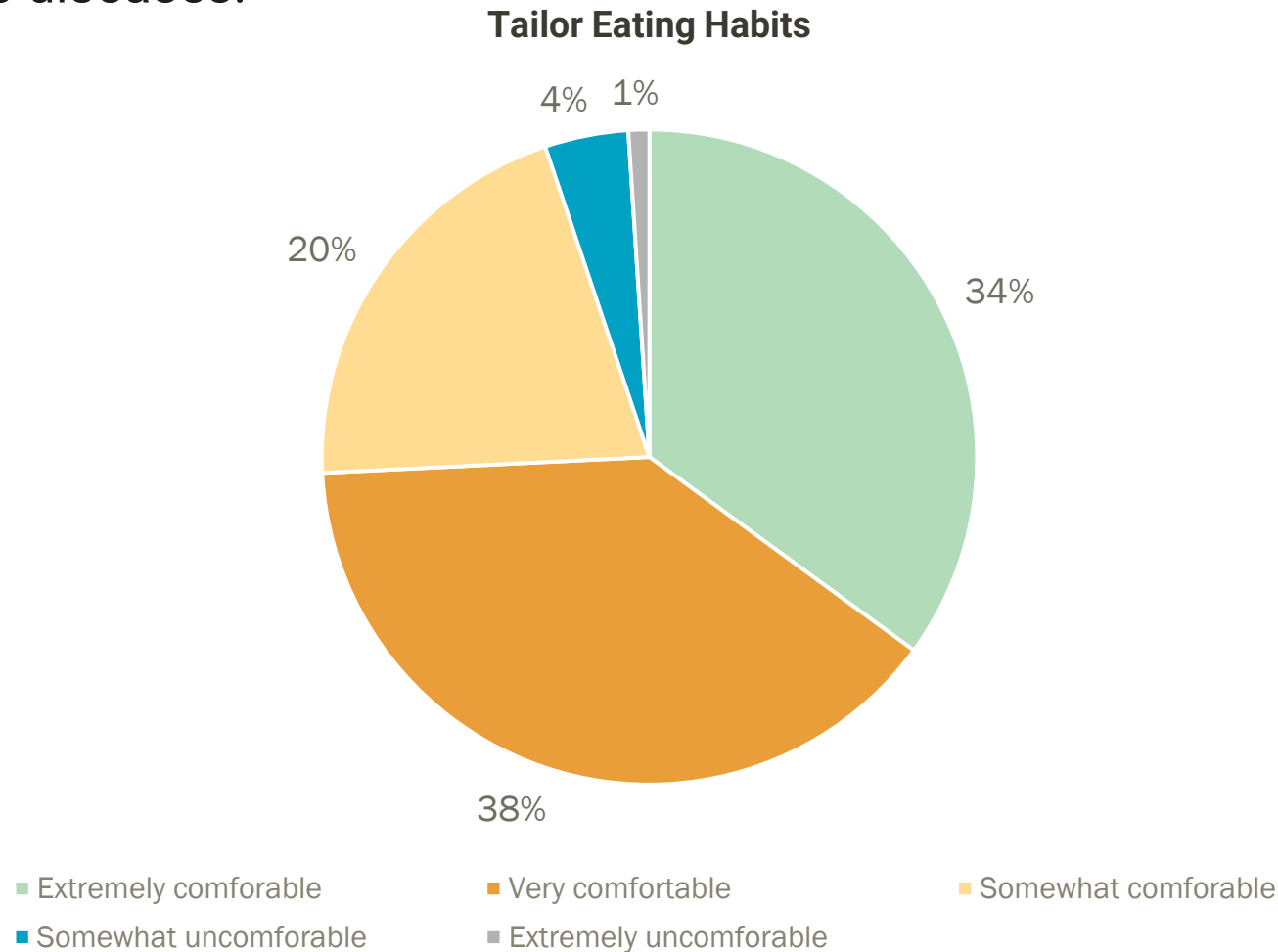
How important is eating fruits and vegetables to maintaining your lifestyle?

96% percent of Brazilians are concerned **eating healthy; 76% are very or extremely concerned.**



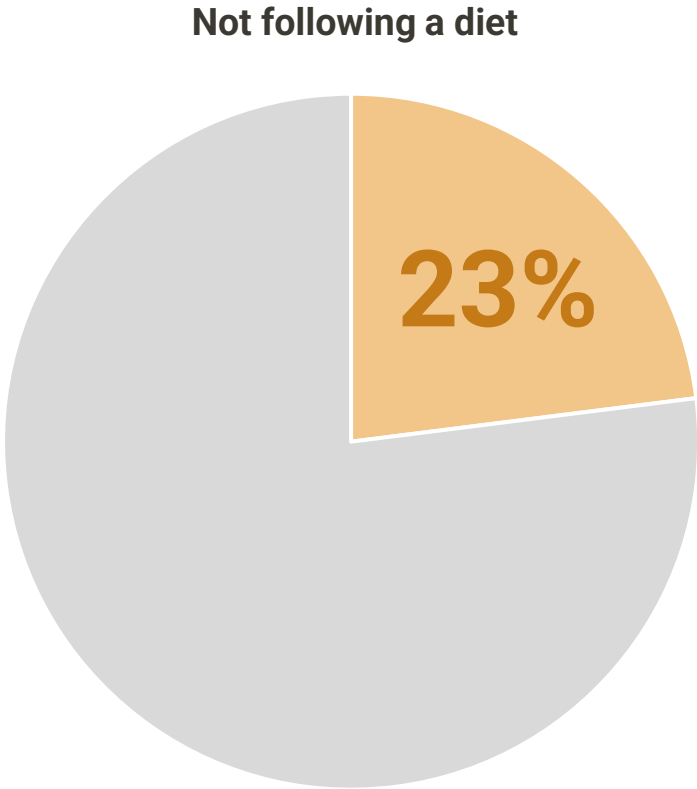
How concerned are you
about eating healthy on
most days?

73% of Brazilians are comfortable with **tailoring their eating habits for maximum health considerations**, rather than turning to modern medicine for chronic diseases.



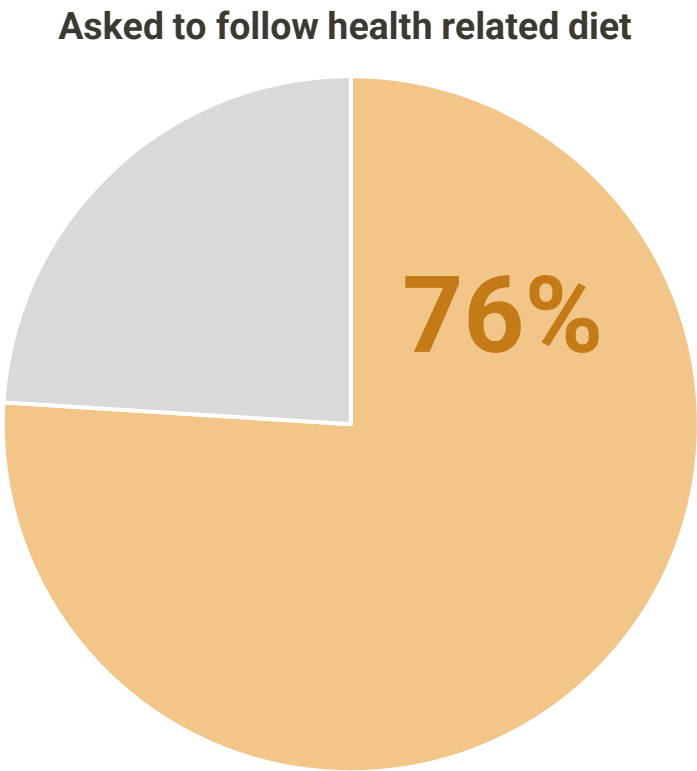
How comfortable are you with tailoring your eating habits for maximum health considerations rather than turning to modern medicine for chronic diseases, i.e. high blood pressure, obesity, etc.?

Almost 23% of Brazilians **eat what they want, when they want.**



Which statement best describes your eating behavior?

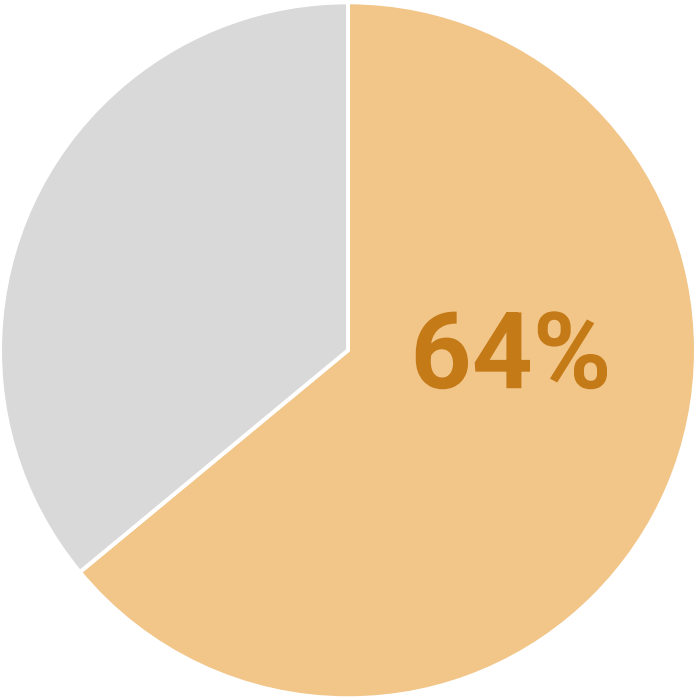
76% of Brazilians have been asked to **follow a health-related diet by their provider.**



Have you been asked to follow a health-related diet by your health provider?

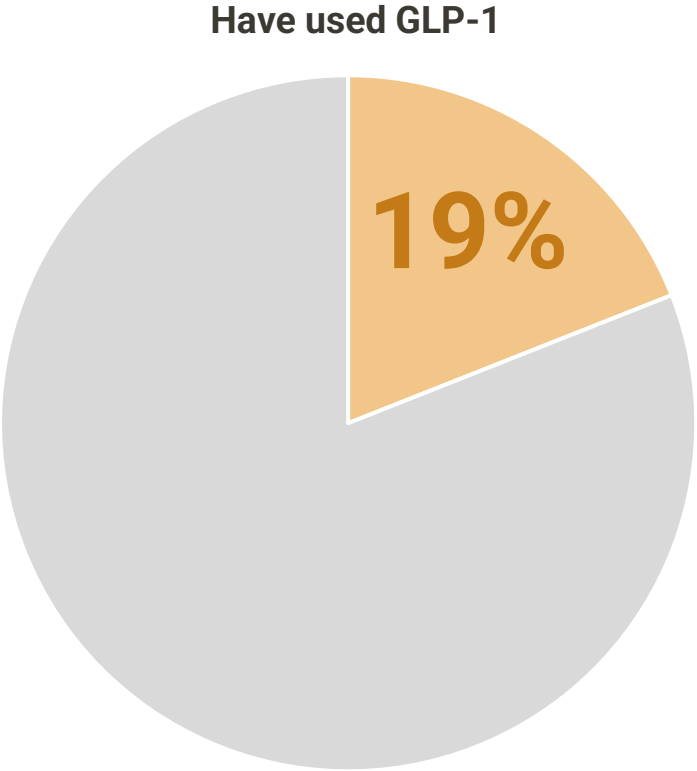
Of those asked to follow a health-related diet, **64% have reported a high degree of success in terms of following that diet.**

Successful in following recommended diet



Have you been asked to follow a health-related diet by your health provider?

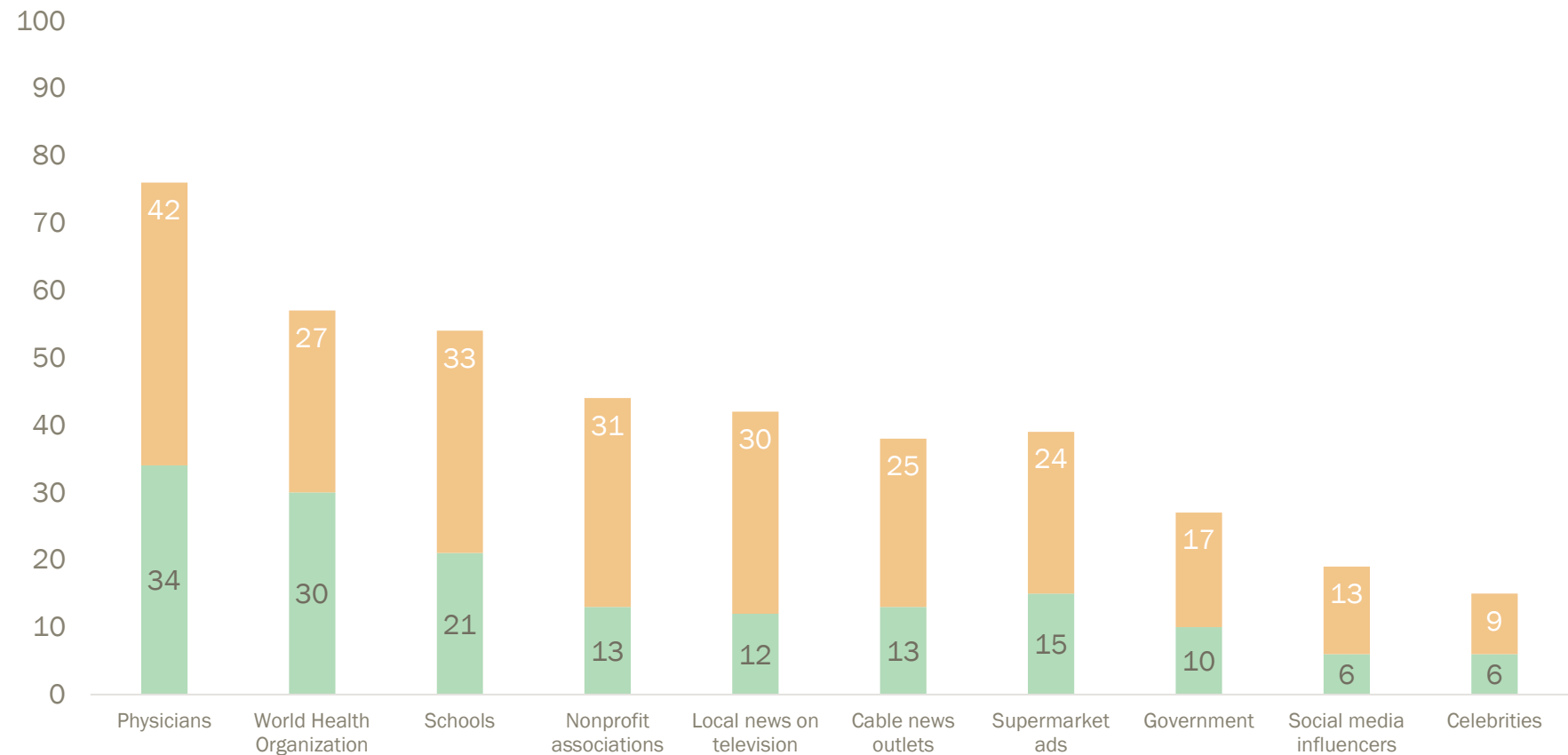
19% reported they or someone in their household used a **GLP-1 drug** within the last year.



Have you or anyone in your household used a GLP1 drug (i.e. Ozempic, Wegovy) in the last year?

Brazilians are **trusting their physicians** when it comes to healthy eating.

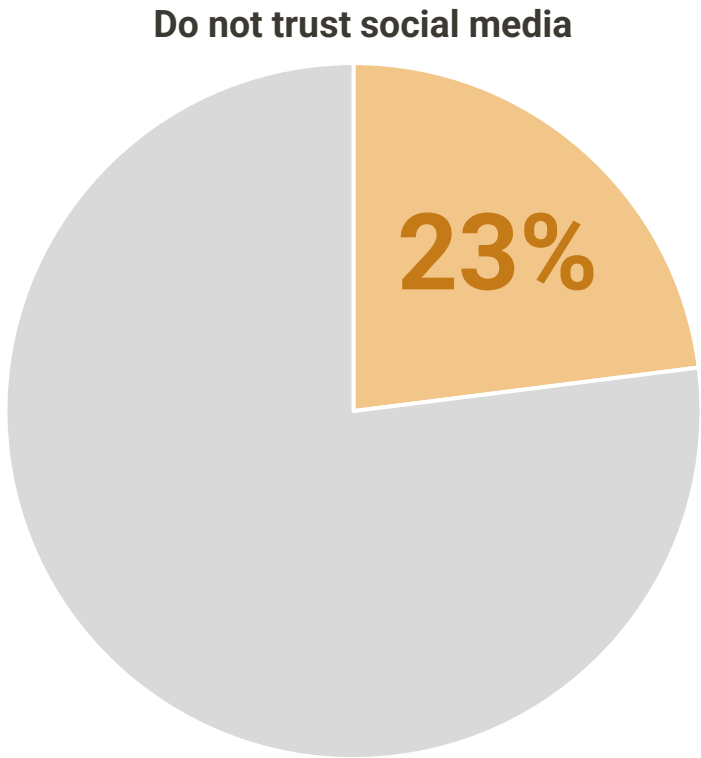
Trust Sourced For Information About Healthy Eating =
% who answer extremely or very likely



How likely are to trust the following sources for information about healthy eating?



Health advice **is not trusted on social media**



But of those who do trust social media:

59%  YouTube

51% 

Which two social media platforms do you trust most about healthy eating?