

Consumer Behavior Shifts Drive Innovation in Clean-Label and Natural Products

Driven by shifting consumer patterns, brands are increasingly pivoting **towards** “clean-label” and natural alternatives within the processed food industry. Healthy eating is no longer a niche market; it has become a mainstream force reshaping food industry strategies. This movement is gaining momentum as consumers adopt more conscious habits, demanding products that balance nutritional quality, transparency, and sustainability.

Market research firm **Euromonitor International** highlights that the health and wellness segment is undergoing global expansion, **fuelled** by demand for products offering functional benefits. This trend is largely spearheaded by **Gen Z**, who **prioritise** long-term, evidence-based wellness routines. Consequently, food and beverages are now viewed as tools for **personalised** health management. **Functionality** has emerged as a core product attribute, with gut health becoming a central pillar of physical and emotional balance.

The Brazilian market is mirroring this global progress. According to the **Brazilian Association of the Industry of Foods for Special Purposes and Related Products (ABIAD)**, there is consistent growth in categories focused on dietary restrictions and wellness. Increased demand for vitamins and sugar-controlled foods (including diet and zero-sugar versions) led to a **4.6% rise in consumption in 2025**.

In response to these **behavioural** shifts, sugar-reduced, gluten-free, lactose-free, and **plant-based** options are gaining significant shelf space and menu presence.

Café Sabor do Grão anticipated this trend before launching **Coffee Bless**, an anti-inflammatory Arabica coffee infused with cinnamon, turmeric, and piperine. *“We have been studying the market for two years. Our goal was to develop an all-natural formulation aligned with the benefits of a ‘morning shot’ to boost the immune system,”* says **Gustavo Henrique**, Partner at the brand.

This innovation earned the product a nomination in the **‘Functional Product’** category at the **Innovation Trend Awards**. This new award ceremony debuted at **Anuga Select Brazil**, the premier trade fair for the food and beverage industry in Latin America. The awards aim to foster creativity, highlight products with high market potential, and promote trends such as sustainability and functionality, while connecting **exhibitors** with concrete business opportunities.

Another nominee was **Foolha’s Probiotic Soda**, competing for **‘Most Innovative Beverage.’** *“The product was designed to simplify the consumption of apple cider vinegar. We noticed this habit was growing and decided to invest. While the industry is heavily focused on protein, we identified a gap in high-fibre products. Foolha is the result of merging those insights,”* reveals **Rafael Prado**, Business Intelligence Director at the brand.

For **Nara Milczark**, Commercial Manager at **Ecobio** — which showcased non-GMO yeast and organic microwave popcorn at the event — this new era in food retail reflects a lifestyle shift rather than just a dietary change. *“Supermarkets are expanding their health-focused aisles, while the food service sector is adopting more balanced and diverse menus to*

incorporate natural ingredients. Our brand was founded in 1984, but since 2020, we have intensified our investment in solutions that resonate with this new consumer profile,” she notes.

About Anuga Select Brazil

Anuga Select Brazil is the premier B2B hub for the food and beverage industry in Latin America. It is a strategic environment where national and international brands, buyers, and experts connect to drive business, explore trends, and discover innovations. Through high-level matchmaking sessions, industry-leading content, and global visibility, the event transforms opportunities into measurable results, placing brands at the forefront of the market and the future of the sector.