



What to source in South America?

Top F&B trends



Stevia on the rise! Latin America accounted for 17% of global F&B stevia product launches in 2017



South America is on team protein - nearly 2/3 of South Americans willing to pay extra for a product that is higher in protein



The South American probiotics market is expected to increase by 7.1% between 2018 - 2023



Consumer demand for healthy, natural ingredients reflected in number of recent product launches in South America



Interest in organic foods jumped more than 20% over the past 4 years



Stop the carbs - 41% of Brazilians are limiting their carbohydrate intake

7 South American superfoods



Quinoa



Amaranth



Lucuma



Purple corn



Maca



Acai



Cacao

Opportunities



Increasing urbanisation, affluence & health-consciousness create new market possibilities for **natural ingredients**



Enlightened policy-making and awareness-raising as drivers for **nutrition & health products**



South American **nutraceuticals and probiotics markets** are forecast to achieve further growth

Challenges



Businesses should first assess if their **ingredient** will be accepted and permitted

Knowledge about **individual import/export requirements & customs** is necessary

Very few rules are **harmonised** across the region

Discover South America - Learn more about its booming F&B ingredients market.

Register to attend Fi South America 2019.

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