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O papel do clima, da longevidade e da tecnologia no futuro do consumo



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Climate change



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Welcome to the new era of global boiling

- Heatwaves aren't just getting hotter. They are getting more frequent.
- Our future summers will be the coolest summers of the future.

The era of global warming has ended
and the era of **global boiling** has
arrived.



Antonio Guterres, United Nations Secretary General

Consumers are worried

IMPACT ON FOOD AND DRINK

45%

of Brazilian adults strongly agree that they are worried about how climate change will impact food and drink products (eg, shortages, higher prices)

KIDS ARE CONCERNED

21%

of Brazilian parents say their kids express concerns about climate change

VULNERABILITY

58%

of Brazilian adults believe that the country where they live is suffering from climate change

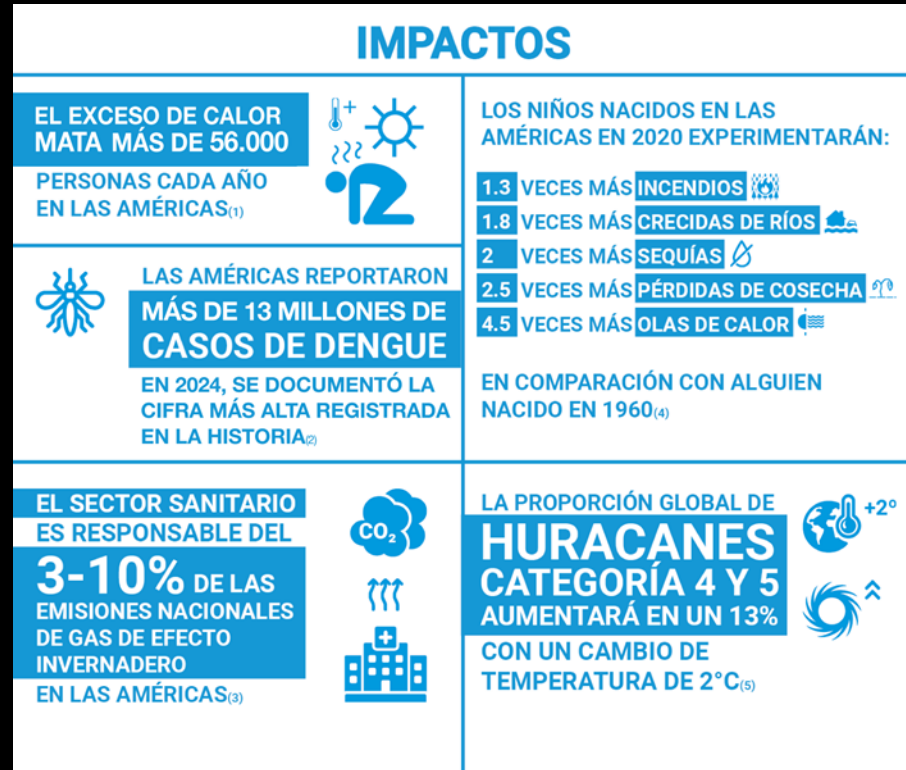
Base: Brazil: 1,000 internet users aged 16+; 336 internet users aged 18+ who are parents of children under 18

Source: Mintel, March 2025, March 2024, September 2024

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Climate change: greatest threat to global health

The Pan American Health Organization (PAHO) considers climate change to be the greatest threat to global health in the 21st century.



F&D can play a key role in protecting from heat, but some categories will need to adapt

EXAUSTÃO
37-40°
Parar qualquer tipo de esforço
Ir para um local frio
Ar condicionado
Sombra
Retirar a roupa

GOLPE
> 40°
É uma EMERGÊNCIA MÉDICA

The infographic is split into two vertical panels. The left panel has a yellow background and is titled 'EXAUSTÃO' in large orange letters. It features a thermometer icon with '37-40°' next to it. Below the icon, it lists instructions: 'Parar qualquer tipo de esforço', 'Ir para um local frio' (with sub-points 'Ar condicionado' and 'Sombra'), and 'Retirar a roupa'. The right panel has a pink background and is titled 'GOLPE' in large red letters. It features a thermometer icon with '> 40°' next to it. Below the icon, it states 'É uma EMERGÊNCIA MÉDICA' in blue letters. At the bottom of the right panel is a white double-checkmark icon.

Heat exhaustion versus heat stroke

No dejes a las personas vulnerables desatendidas durante una OLA DE CALOR

OPS

The infographic has an orange background. At the top right is a sun icon. The main text reads 'No dejes a las personas vulnerables desatendidas durante una OLA DE CALOR'. Below the text is an illustration of three people: an elderly man in a dark jacket and green pants, an elderly woman in a yellow jacket and dark pants, and a woman in a blue dress. At the bottom left is the 'OPS' logo with small text below it: 'Organización Panamericana de la Salud' and 'Organización Mundial de la Salud'.

The Pan American Health Organization has created resources to help people protect from heatwaves

¡Hidrátate!
Toma agua cada 2 horas y evita bebidas con cafeína, azúcar o alcohol.

OPS

The infographic has a yellow background. At the top right is a sun icon. The main text reads '¡Hidrátate! Toma agua cada 2 horas y evita bebidas con cafeína, azúcar o alcohol.' Below the text is an illustration of a person in a white tank top drinking from a water bottle. To the right of the person is a vertical thermometer icon. At the bottom left is the 'OPS' logo with small text below it: 'Organización Panamericana de la Salud' and 'Organización Mundial de la Salud'.

In extreme heat, health authorities advise drinking fluids and avoiding sugary or alcoholic drinks to prevent dehydration

Offer heat-regulating supplements to prevent heat strokes



Chewable tablets with electrolytes
Electrolyte Fastchews: key electrolytes and minerals like magnesium, calcium and potassium (US).



Heatstroke zero tablets
Kabaya Enbun Charge Sodium Tablet provides the body with sodium, citric acid and potassium. It bears the Heatstroke Zero logo (Japan).



First sparkling water to prevent heat stroke
Ito En Vitamin Strong contains sodium, silica and five water-soluble vitamins (Japan).

Redefining indulgence and meals

The snacking category is growing, as consumers seek to have smaller, more frequent meals throughout the day.

25% of Brazilian adults have snack foods in place of a traditional meal.



Refresh indulgence with fruits and bite sizes



Seara x Netflix: air fryer frozen snacks

Play with temperatures and textures



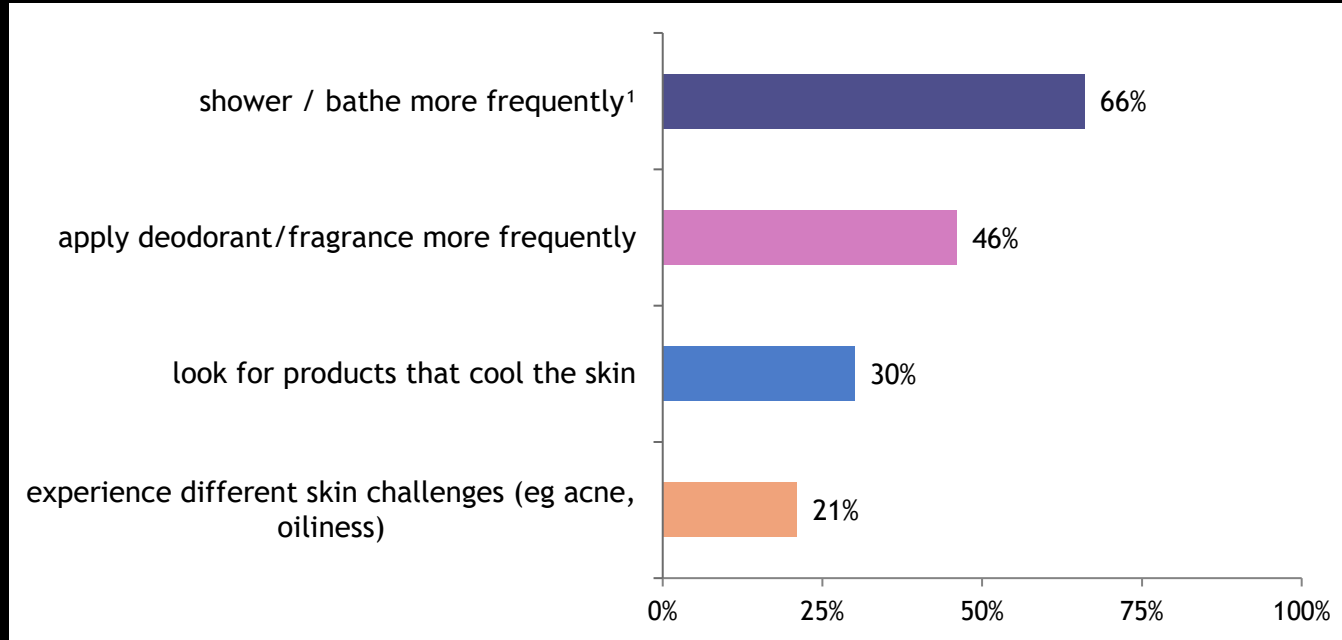
Chocolate bar becomes ice cream
Schogetten launched Freeze Me, a limited edition chocolate bar that is designed to be frozen two hours before serving (Germany).



Cookie sandwiches become dessert when cold
Pepsico-owned Marias Gamesa has launched Postrecitos sabor Pay de Limón and Pay de Mango (Mexico).

BPC products and routines will also need to adapt

Brazil: When the weather is warmer than usual, I... Please select all that apply, 2024



Base: Brazil - 994 internet users aged 16+ who use beauty/grooming products and shower or bathe; 1,000 internet users aged 16+

Source: [Mintel](#), August 2024

Respond to changing needs driven by heat



Hydrating shower oils and mousses

Santo da Casa Mousse: ultra creamy and moisturizing bath foam, with oils rich in fatty acids of passion fruit and licuri (Brazil).



Sunscreen

Coola Hydrating Water Hydration Stick SPF 50: formulated with a watery texture that moisturizes and protects two UV rays, with refreshing organic aloe vera, coconut water, hyaluronic acid and BlueScreen Digital De-Stress technology (France).



Sensitive skin

Darrow Laboratório Suavié Aquesensi Hidratante Facial Dermatológico: formulated with dermo-soothing actives to moisturize for 48 hours, reinforce the skin barrier and relieve discomfort in sensitive and intolerant skin (Brazil).

Respond to increased demand of UV and color protection



Maintains black brilliance

Omino Bianco Abaya Shampoo contains an innovative anti-fading technology to protect black fabrics' color and keep them vibrant for longer. Its formula is suitable for delicate clothes, including silk and wool (Qatar, imported from Italy).



Anti-fading and fabric strength

BSC Impression Scent Laundry Detergent cleans, removes malodour and protects fabrics from color fading thanks to its 'all 4 care' technology, which combines Polymer-A with high-end surfactants for delicate 24/7 care (Laos).



Antioxidant and UV protection

OMO Matic Liquid Detergent is made with Colorshield, which combines pomegranate extract, a natural antioxidant to help retain natural color and bamboo fiber to help protect against UV rays (Vietnam).

Longevity



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Longer lifespans require a new understanding of aging

According to the PAHO by 2030, there will be **more people over the age of 60 than under the age of 15.**

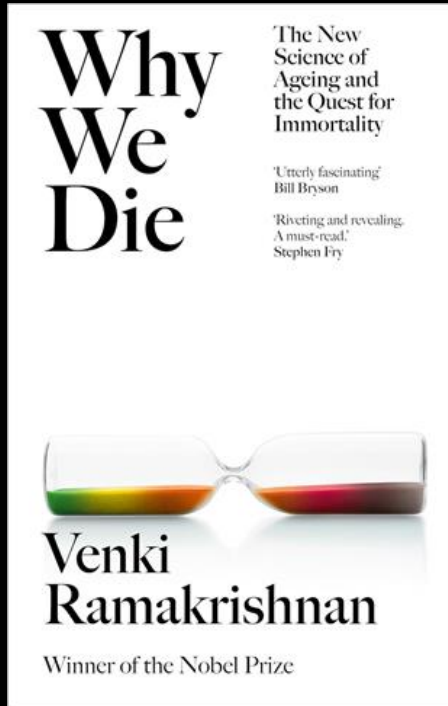
Older adults need even **more nutrients** than younger adults because their bodies are **less efficient** at absorbing nutrients from food.

BY 2050

25%

of LATAM's population*
will be aged 60+ (double
that of 2022)

Common sense is key to ageing well



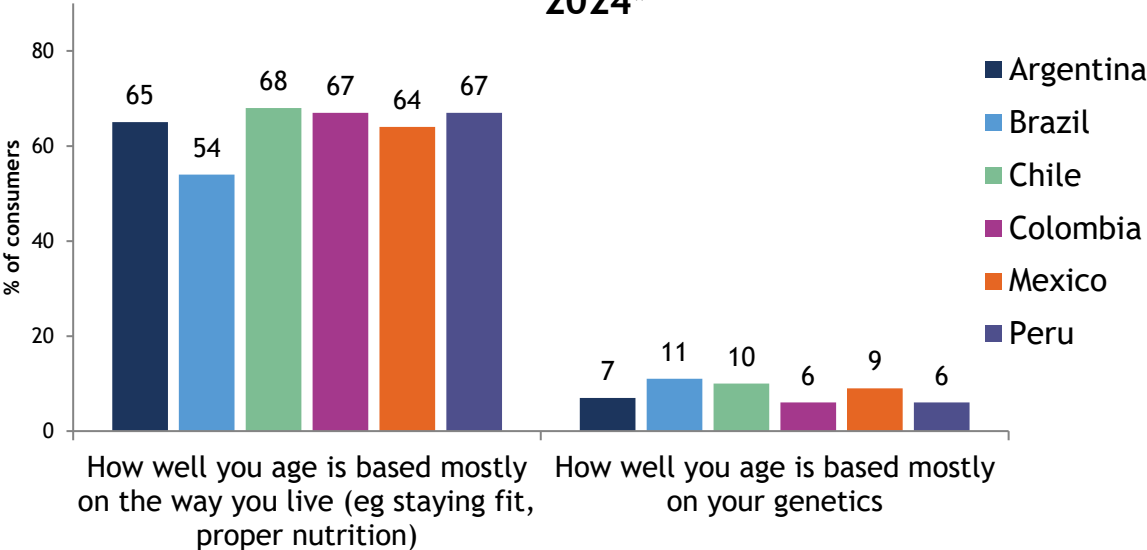
“
The trio of a **healthy and moderate diet**, regular **exercise** and regular and adequate **sleep** is currently better than any **anti-ageing medicine** on the market.
”

Venki Ramakrishnan

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Nature plus nurture: good nutrition is key to aging well

Select Latin American markets: attitudes toward aging, 2024*



While genetics certainly play a significant role in our physical makeup, research has shown that **lifestyle factors** such as diet and exercise can have an even more powerful impact on how we age.

* taken from Mintel's Global Consumer

Base: Argentina, Chile, Colombia, Mexico, Peru: 1,000 internet users aged 18+ in each market; Brazil: 1,000 internet users aged 16+

Source: Kantar Profiles/Mintel, March 2024

Show consumers how a healthy diet can make people grow younger or older



In 2019, Quaker ran a campaign highlighting how habits impact aging.

The brand offered a platform for people to discover their "inner age" and access healthy recipes.

Go back to basics: focus on key age-related concerns



Millet: blood sugar, low glycemic index

Sugar Watchers Low GI Millet Noodles contain millet, which releases sugar into the body in a slow and steady manner to prevent sudden sugar spikes (India).



Oat cereal: heart health, inside and out

Quaker Hearts No Added Sugars Wholegrain Oat Breakfast Cereal contain heart-shaped pieces and claim to help lower cholesterol and cardiovascular disease (Chile).



Bone, muscle and mental function
 Dos Pinos Delactomy A2 Lactose-Free Semi-Skimmed **Milk** contains **A2 protein, calcium and A and D vitamins**. (Costa Rica).

Eucerin Epigenetic Serum: skin aging as a multifactorial process



Eucerin Epigenetic Serum recognizes skin aging is a highly complex, multifactorial process

Skin aging is accelerated by **lifestyle and environmental** factors that change the skin's epigenetic patterns.

This means that youth genes are deactivated, leading to visible signs of aging.

Eucerin has discovered how to **reactivate these youth genes** based on a patented Age Clock Technology: Epicelline®.

Brazilian beauty giants are pioneering longevity



Rejuvenation with algae

Mareô is inspired by the sea, promotes skin rejuvenation using algae extract sourced by a team of women in Itapipoca, Ceará, in a completely sustainable way.



Menopause

Developed in collaboration with expert doctors specializing in climacteric and menopause. It has been tested for over 200 days by women aged 45+ across all skin types and tones.



Skincare for those aged 80+

Natura Chronos Derma 80+ was recognized at the Wellness & Longevity Choice Awards 2025. Repairs the skin with bioactives from the Amazon. Developed based on a study analyzing skin lipid composition and microbiota.

Considering older consumers' specific household needs



Inclusive hand dishwashing
Scotch-Brite Soap Control enables effortless hand dishwashing.



Smart self-cleaning litterbox
Litter-Robot 3 cleans itself after every use and can be controlled with an app.



Room deodorant for the elderly
Joylays Room Deodorant can quickly eliminate odors from elderly in three seconds with a light and fresh scent that is safe and non-toxic (South Korea).

Technology

A close-up profile of a woman's face, looking slightly to the left. Her face is overlaid with glowing blue digital lines that form a grid-like pattern, suggesting facial recognition or artificial intelligence. The background is dark and blue, with some blurred elements of a computer interface or data visualization.

There's still low trust in AI's potential to optimize nutrition, beauty and cleaning

NUTRITION

23%

of Brazilian adults say AI will help create more nutritious food and drink products

BEAUTY

58%

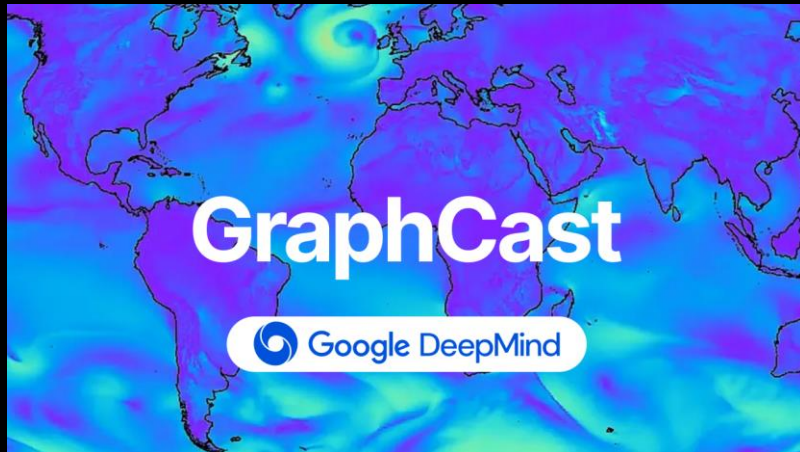
of Brazilians disagree that a "made using AI" claim on the product packaging would encourage them to choose one BPC product over another (48% agree)

HOUSEHOLD

23%

of Brazilians say that AI will help create better household care products

Climate change: AI for accurate weather forecasting



Google DeepMind introduced a weather forecasting model that is said to deliver accurate 10-day predictions in less than a minute.

“The weather affects us all. It can dictate how we dress in the morning, but it can also create storms that can devastate communities.

In a world of increasingly extreme weather, fast and accurate forecasts have never been more important.”

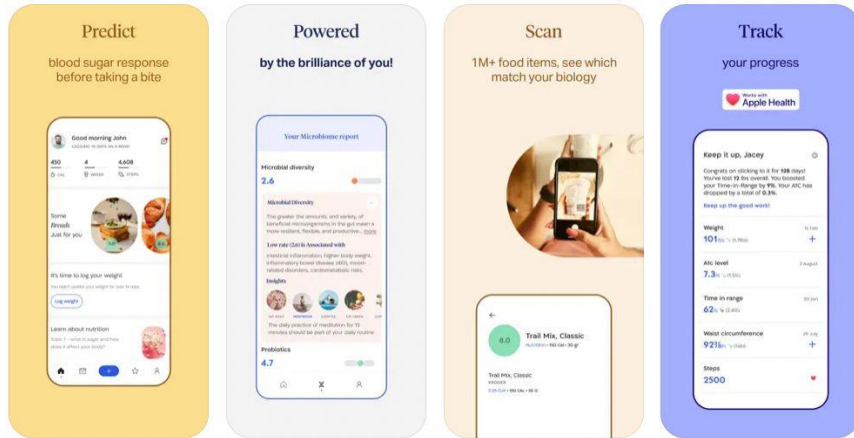
Hydration: AI for optimal hydration

WearOptimo, a medical equipment manufacturing company, has developed an artificial intelligence-powered device that continuously **monitors hydration status**.

WearOptimo wearable sensor aims to heighten awareness regarding the negative consequences of **chronic mild dehydration, which can reduce life expectancy by four years and increase the risk of dementia by nearly 50%**.



Health: AI for optimal nutrition and chronic health conditions monitoring



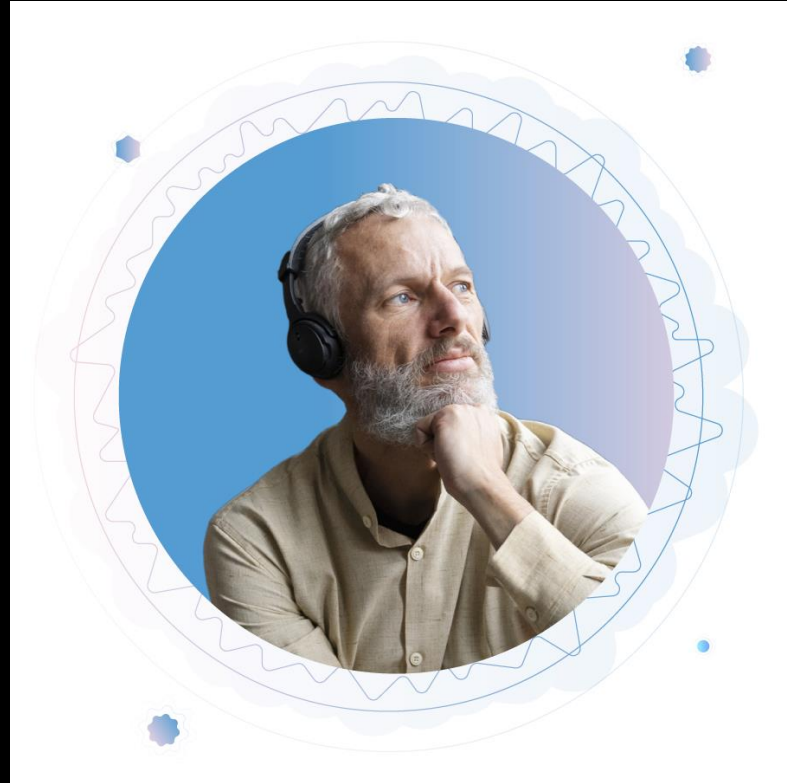
The DayTwo App is able to predict and score how your body and **blood sugars** respond to different foods and food combinations (US).



Diabeloop uses AI to learn how to **personalize insulin delivery** (US).

Longevity: AI to tackle age-related problems

Toronto-based company, LUCID, combines facial mapping software, **artificial intelligence**, and music to create a therapeutic treatment for older patients dealing with health challenges like Alzheimer's and dementia.



Three drivers of change



**Optimizing products for
climate change**



**Longevity is the new
wellness**



**Tech to solve pressing
issues**

Muito obrigada!

Stay in touch

Have questions, feedback,
or want to collaborate?

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