

Plant-based in LATAM

Trend report from Mintel Consulting

From buzzword to something meaningful.

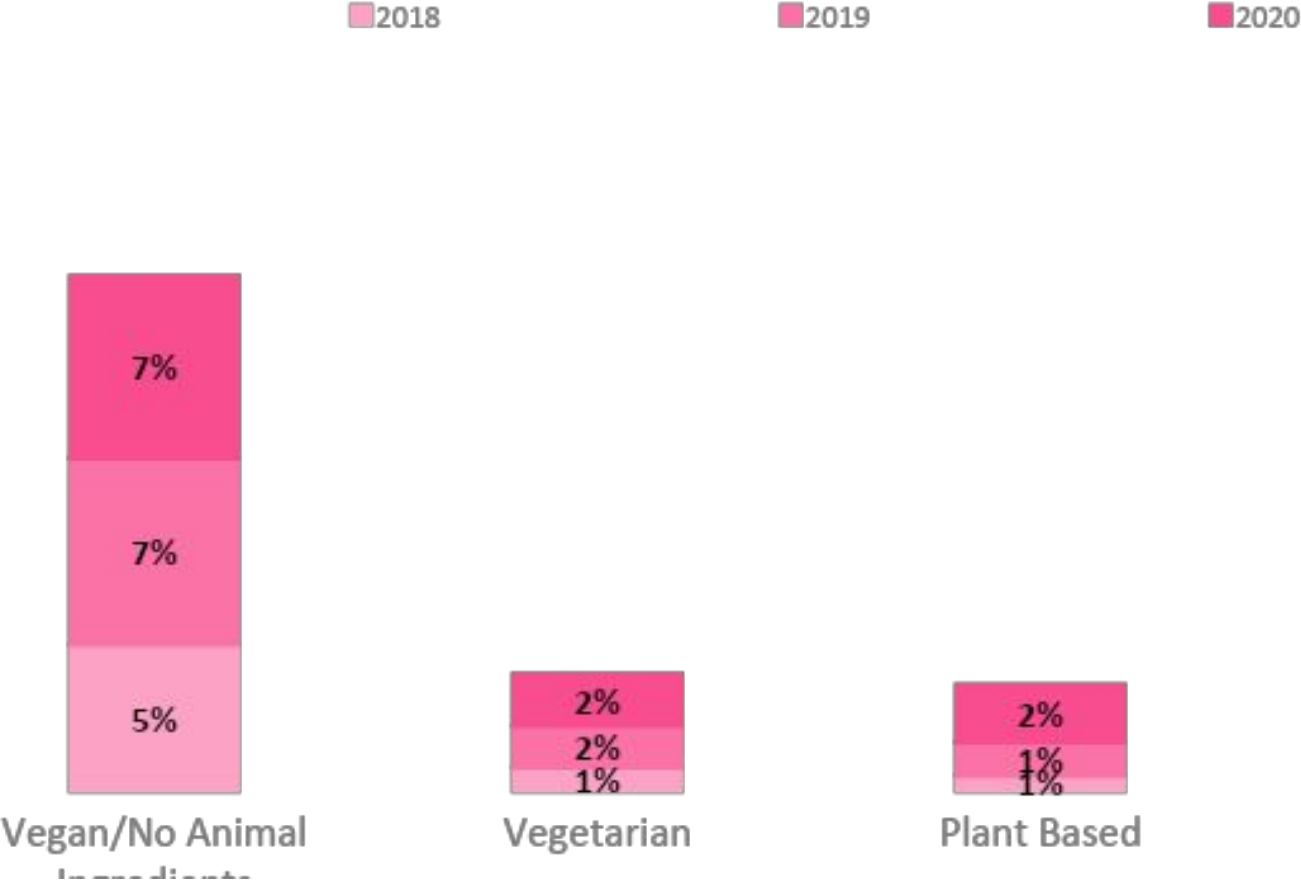
Concepts such as *plant-based food* and *flexitarian diet* started with food influencers and caught the attention of trend-setting consumers in North America and Europe.

While the movement is still niche in LATAM, it is entering food, drink, beauty and homecare, driven by **concerns over human health, animal welfare and the environment**.

One of the challenges for plant-based products in the LATAM region is that the term is often used in English and risks leaving some consumers behind. The terms "vegetal" and "vegano" are more familiar than "plant-based" or its translation, "hecho a base de plantas." However, it's fair to say that the English term may attract younger and urban consumers.

The key to reaching more consumers will **be clear guidance** on how plant-based products can **effectively improve the health of people and planet**, and also making it **affordable** and **accessible** to older generations and those living outside of cities.

Getting more plants into one's diet has become a truth, not a trend



Despite the buzz generated by vegan diets, a majority of people are focused on consuming more plants and reducing animal ingredients rather than completely eliminating them.

A steady rise in health-consciousness that gained even more momentum from COVID-19 means the desire to eat more plants has transcended from a trend into a fact in many markets.

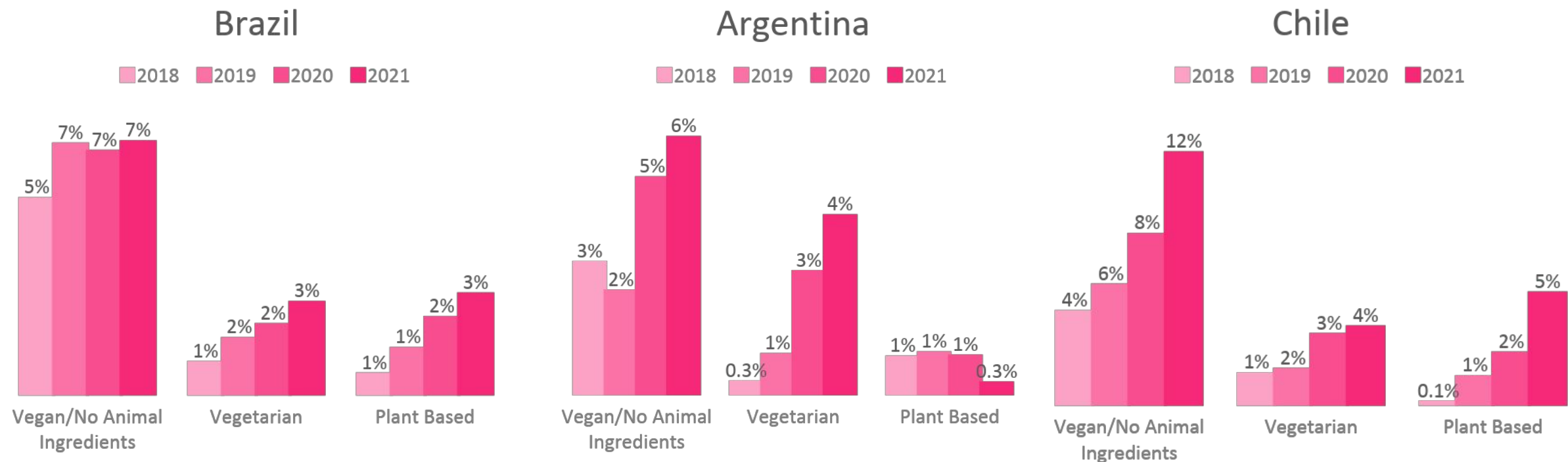
Brands are reacting to the trend by developing innovations that offer consumers tasty, affordable and convenient ways to increase the amount of fruit, vegetables, legumes, grains and other plants in their diets.

Source: Mintel GNPD
where Market matches Argentina; Brazil; Chile; Super-Category matches Food ; and Date Published is between Jan 2018 and Jun 2021



Food and drink launches with no animal ingredients are low, but on the rise.

Consumers across Latin America claim to be cutting back on meat, and while vegan claims are on the rise, flexitarians are the main target for opportunity.



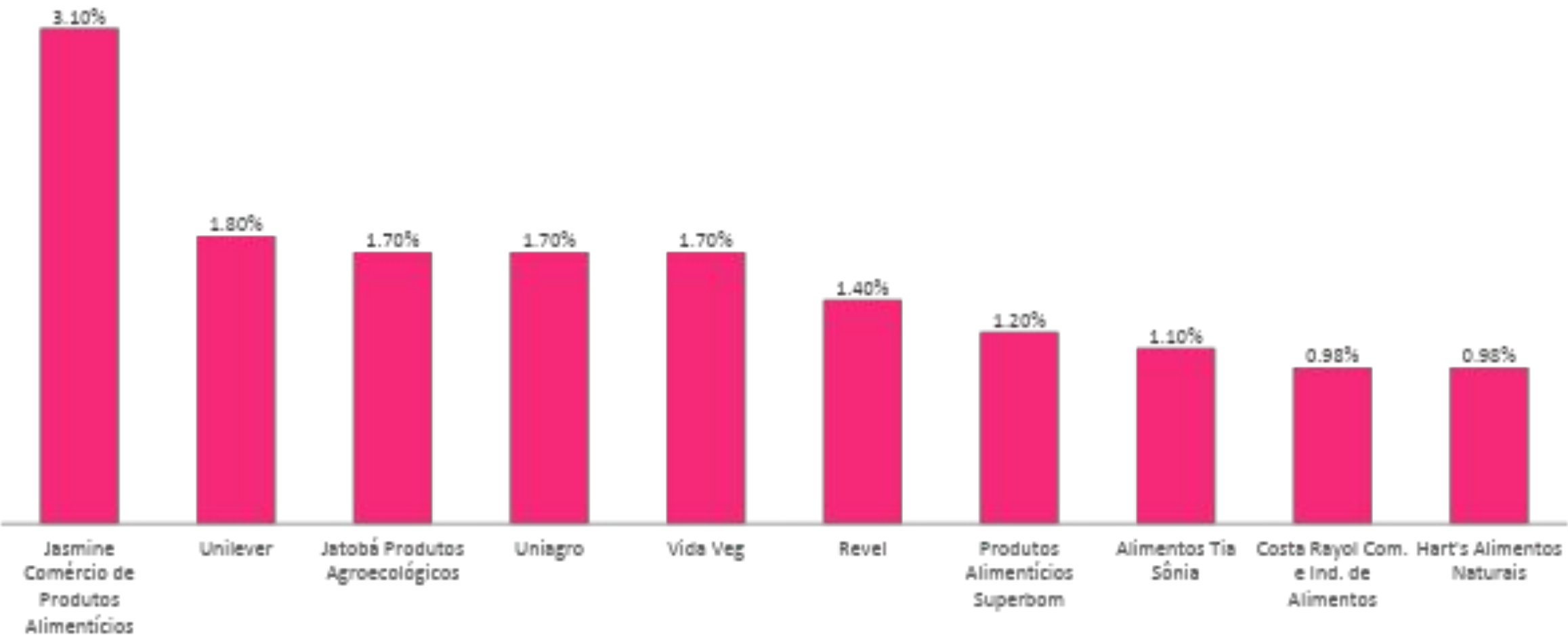
Source: Mintel GNPD
where Market matches Argentina; Brazil; Chile; Super-Category matches Food ; and Date Published is between Jan 2018 and Jun 2021





BRAZIL

Most active companies in terms of NPD



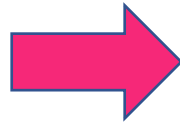
Source: Mintel GNPD

Plant-based players to watch in Brazil

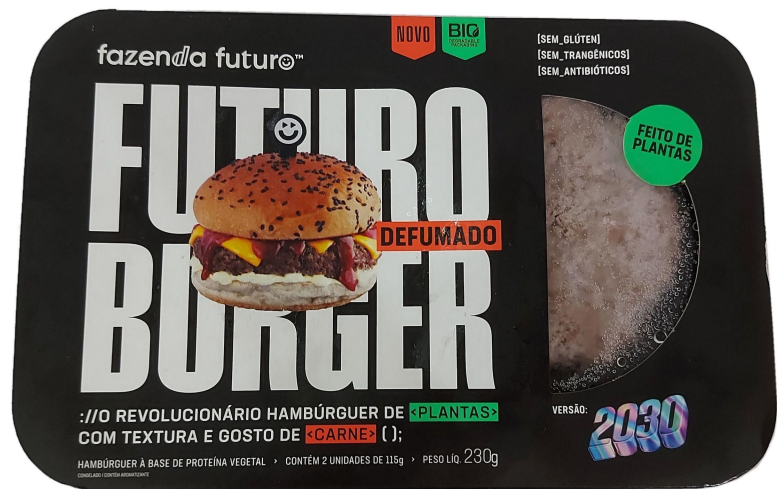


[Fazenda Futuro](#) – A Brazilian start-up company launched in 2019, their hero product is [Futuro Burger](#), which has been reformulated for the second time, now with less ingredients and a recyclable and biodegradable pack. Made with pea protein, it is lower in sodium, features True Texture technology to replicate the taste and texture of meat (it changes colour when cooked too) and is free from gluten, GMOs, antibiotics and transfats.

The brand, which also offers their range of products at restaurants and through their app, uses consumer feedback to develop new products while keeping the price at a competitive level, so it's available to all.



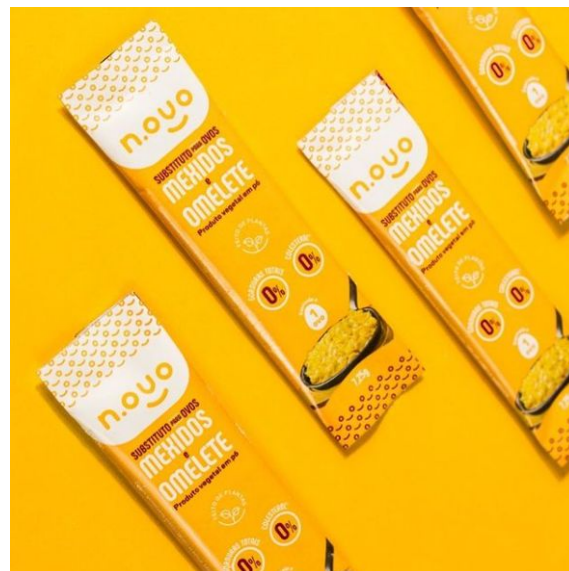
Plant-based players to watch in Brazil



Plant-based players to watch in Brazil



[n.ovo](#) – Stemming from Mantequeira, a DTC egg retailer, their plant-based range includes vegan mayonnaise and egg replacements, a segment of the market which is still under-developed.



The brand uses pea starch and golden linseed and features two different kinds of plant-based eggs, one specifically designed for baking cakes and bread, and another to make omelette or scrambled preparations.

The latter now comes in ready to use individual sachets, making it more convenient to carry around and travel with.

Plant-based players to watch in Brazil



**APOSTAMOS NO
POTENCIAL DE
INGREDIENTES
INOVADORES**

Nosso modelo de negócio aproveita com originalidade os recursos vegetais brasileiros, sem gerar desperdício.

Conheça nossos ingredientes

[Amazonika Mundi](#) – Using Brazil’s rich biodiversity, the brand has developed recipes that use local ingredients that would otherwise go to waste, like cashew fibre, patauá oil and buttery beans with reduced environmental impact and collaborating with small producers.

Their range includes falafel and meat alternatives like meatballs and burgers.

**SABOR, SAÚDE E
SUSTENTABILIDADE**



**A FIBRA QUE ANTES ERA
JOGADA FORA E QUE
AGORA É A BASE DO
NOSSO HAMBÚRGUER**

O Amazonika Burger dá um destino mais ético a uma parte das toneladas de fibra de caju desperdiçadas ano a ano no Brasil.

Conheça nossos ingredientes



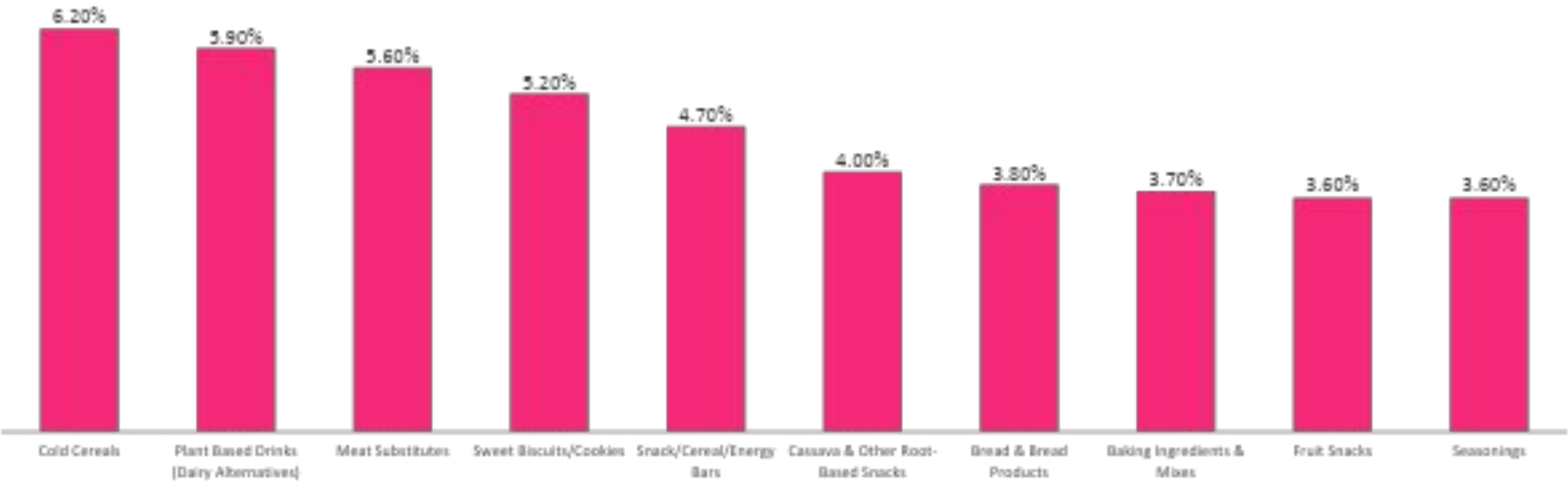
FEIJUCA

Nossa versão do clássico bolinho de feijoada tem recheio de couve e bacon vegetal.

Conheça »

Source: Mintel GNPD

Most active sub-categories – Snacks make up for for 24.6% of vegan launches overall



Source: Mintel GNPD

Granola can be a good source of plant-based protein, fibre and sustained energy



[Tia Sônia Granola to Go Low Carb Nuts & Seeds](#) is gluten free and retails in a biodegradable, reusable, recyclable and BPA-free pack featuring the Certificado SVB Vegano, Fundação Abrinq and Eureciclo logos. (April 2021)

[Jasmine Integral Wholegrain Granola with Malted Cereals and Brazil Nut](#) contains raisins, which provide vitamins B2, B6 and zinc, oats, which are a source of fiber, and Brazil nuts, which provide selenium and fatty acids. The vegan is a source of fiber, 10 vitamins and minerals, including calcium. (May 2021)

[GranoSquare Zero Added Sugar Premium Granola](#) is a vegan product very low in sodium, high in fiber and free from sugar, gluten, GMO, lactose, preservatives and trans fat. The pack bears the Eureciclo and SVB Vegan Certified logos. (January 2021)

Cashew accounts for 27% of plant-based drinks, while 20% are made with coconut



[A Tal da Castanha Super Mixed Nuts Drink](#) is a 100% natural plant-based drink is made with six super ingredients, including cashew nut, Brazil nut and almond, and provides 7g protein per portion, 15% of daily needs of calcium and 100% daily needs of selenium. The kosher and vegan product is free from gums, preservatives, added sugar, sweeteners, flavorings, thickeners, additives, gluten, cholesterol, dairy and GMO. It retails in a recyclable pack featuring the FSC, EuReciclo and Certificado SVB Vegano logos. (September 2020)

Source: Lightspeed/Mintel

[Vida Veg Veg Protein Peanut Butter Flavored Coconut Milk Drink](#) provides 14g of protein, is rich in calcium and free from gluten. It contains highly digestible vegetable proteins, provides a feeling of satiety and retails in a recyclable pack featuring the Certificado SVB Vegano and Eureciclo logos. (January 2021)

[Nude. Organic Oat Drink](#) is free from gluten, milk, soy, GMOs and added sugar. The vegan product is claimed to be the first carbon neutral plant-based drink on the market. It can be also consumed by children and retails in a recyclable bearing the FSC, Certificado SVB Vegano and Eureciclo logos. (June 2021)

Some meat alternatives replicate texture and flavour to attract curious consumers

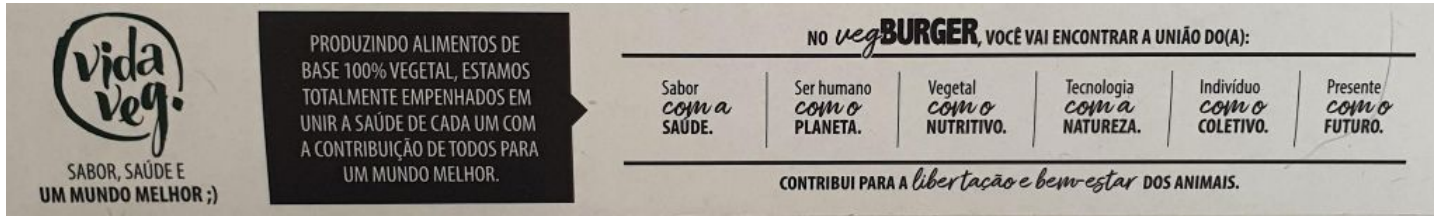


[Seara Incrível Isca de Peixe 100% Vegetal](#) have been uniquely made using a 100% plant-based biomolecule which features a fish texture and flavour. On the back of the pack, the brand acknowledges that this product is suitable for flexitarians, the curious and vegetarians.

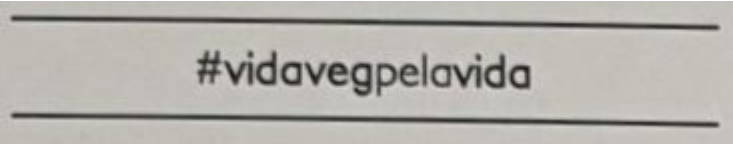
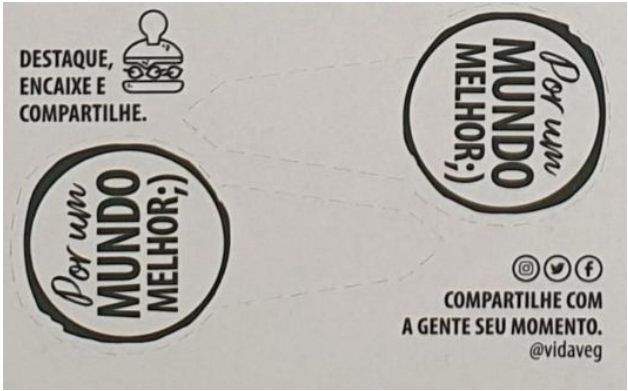


[Verdali](#) has launched a range of plant-based products that feature a “natural flavour of plant-based meat”. All the important information is on the front of the pack, such as fat and protein content, ingredient provenance, added vitamins and minerals, etc. The brand uses a combination of peas, soy and chickpeas as a source of protein, as well as biobased recyclable plastic for their packaging.

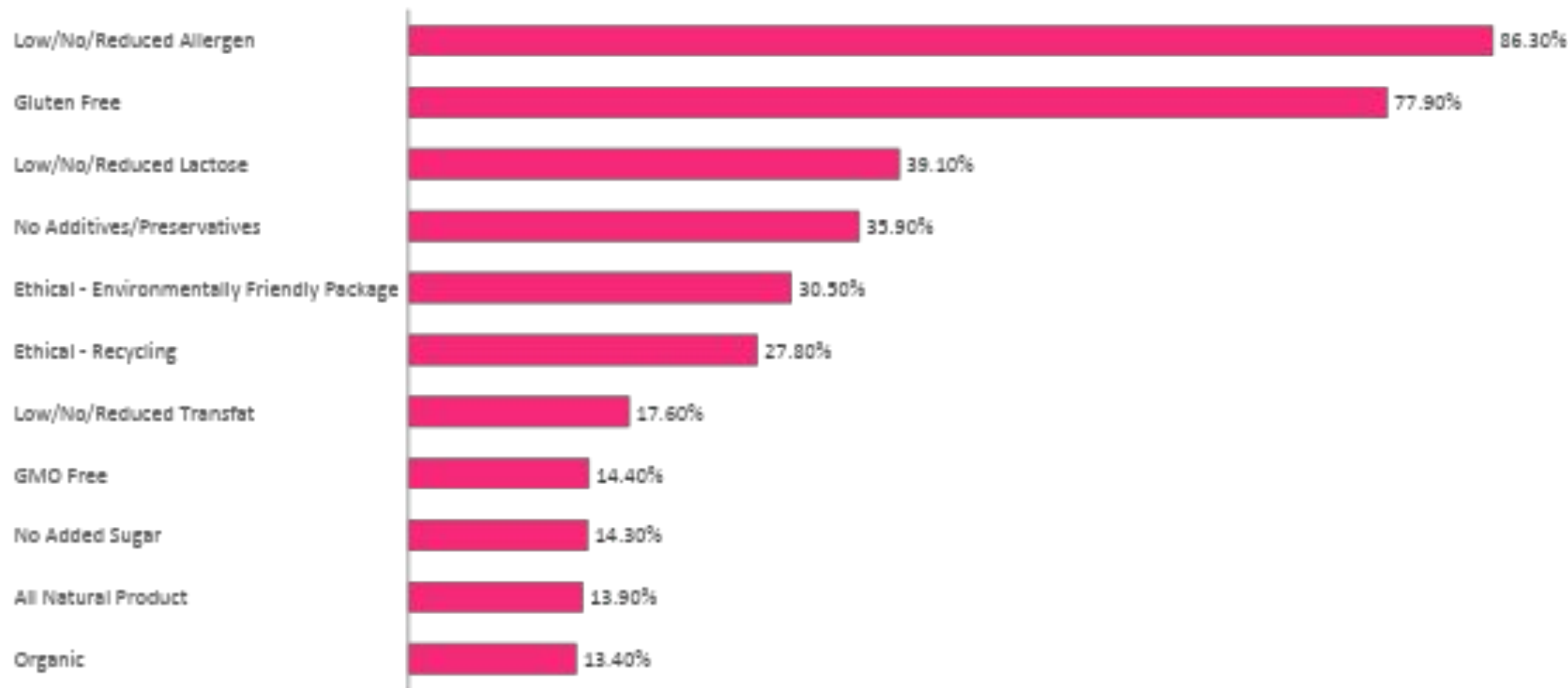
The message *Good for your health, good for the health of the planet* is ever-present



Vida Veg wants to combine ingredients that are good for the consumer and kind to the earth. All sides of the pack are cleverly utilised to convey their message, “Flavour, health and a better planet” in a visually appealing way. Having the ingredients pictured also appeals to the naturalness of the formula, while the use of hashtags and picks targets a younger audience



Top claims – Gluten-free claims are so high in Brazil due to local regulations



Source: Mintel GNPD

Clear claim communication on pack helps consumer choose the right product for them



NÃO CONTÉM GLÚTEN. SEM CONSERVANTES E/OU CORANTES. PRODUTO NATURAL QUE PODE APRESENTAR VARIAÇÃO EM SUA COLORAÇÃO. SNACK SEGURO PARA ALERGIAS A: LETE, TRIGO, CENTEIO, CEVADA, OVOS, AMENDOIM E CASTANHAS.

SEM LACTOSE
SEM CONSERVANTES

Nutrigood Cassava Chips with Onion & Parsley are described as tasty and crunchy. This vegan product is free from colourants, gluten, lactose and preservatives, and is safe for milk, wheat, rye, barley, egg, peanut and nut allergies. It retails in a recyclable pack. (April 2021)



Sabor Alternativo Leve Crock Salted Buckwheat and Amaranth Sticks feature a new recipe with less sodium. The kosher product is vegan and free from gluten, milk, lactose, eggs, preservatives, colourants, artificial flavours and trans fat. It contains quantum salt. (May 2021)



Fit Food Snacks Rice and Beans Crackers with Turmeric contain 4.8g of protein, are a source of fiber, free from gluten and trans fats, and low in fat and saturated fat. (June 2021)

BAIXO EM GORDURAS SATURADAS
0% GORDURAS TRANS
BAIXO EM GORDURAS TOTAIS
ESTE NÃO É UM ALIMENTO BAIXO OU REDUZIDO EM VALOR ENERGÉTICO

Natural recipes made with recognisable ingredients are perceived as *better-for-you*



Gerônimo describes their products as a healthy and easy to prepare option during busy times. Their plant-based ingredients are natural and recognisable, a good source of fibre and proteins, free from soy and preservatives and come in recyclable packs. (Feb 2021)



Mr. Veggy Quinoa Burger is described as a quick and easy way to eat well. This plant-based product is high in fiber, a source of protein and free from lactose and added preservatives. The manufacturer supports the Meatless Monday campaign. (May 2021)



Espirito Cacau Coconut Milk Chocolate is 100% natural and made with only five ingredients. Free from gluten and lactose and is suitable for vegan and halal diets. The pack bears the Certificado SVB Vegano certification and the UTZ Certified Cocoa logos. (June 2021)

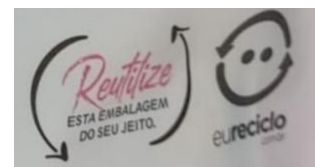
Eureciclo logo certifies that a company is engaged with the recycling process, however some brands are going beyond with their own eco credentials



[Ammma Organic Chocolate](#) with 60% Organic Cacao has been repackaged in a compostable pack that can be planted as it will be absorbed by the soil in up to 180 days in a natural process of biological decomposition. (May 2021)

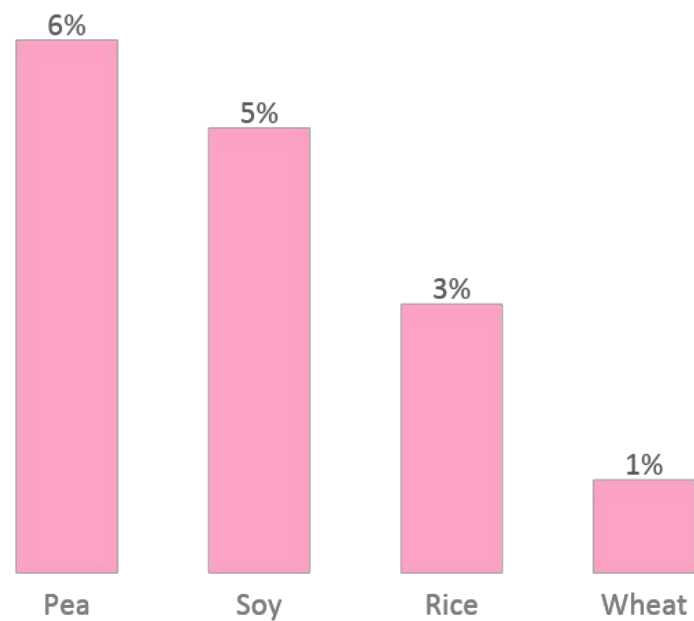


[Glulac Free Sweet Potato Sticks with Chimichurri](#) are made with sweet potato peel which is rich in fiber, minerals and nutrients. This vegan product is free of trans fat, sugars, preservatives, colorings, flavorings, gluten, dairy, and soy, and is rich in iron and calcium. It retails in a reusable zip pouch bearing the Eureciclo logo. (June 2021)



[MetaBurger by Wessel Plant-Based Burger with Paprika, Tomato & Rosemary](#) is free from gluten and preservatives, and retails in a recyclable pack containing two units wrapped in biodegradable cellophane. (Feb 2021)

Sources of protein



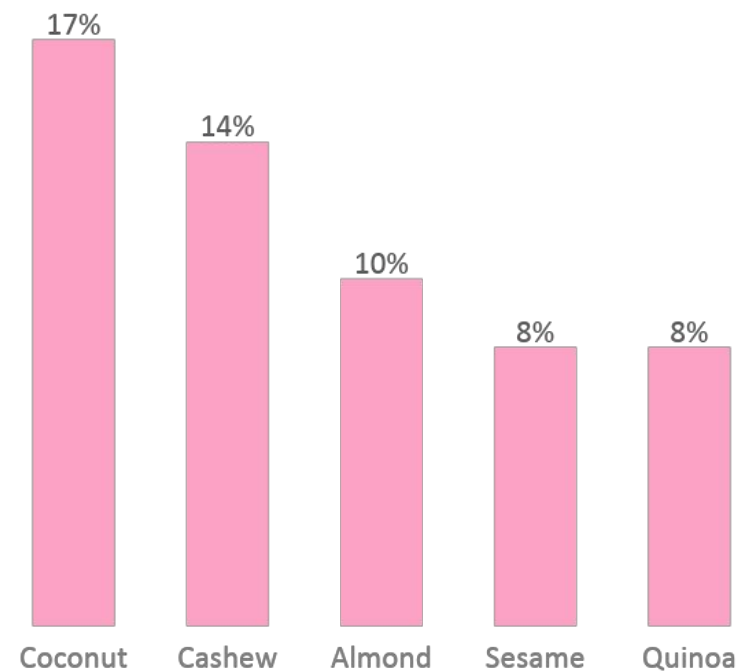
[Fit Food Chickpea Penne](#) is a gluten-free, nutritious pasta is made with plant origin ingredients such as rice and chickpea flour, as well as pea protein, is full of essential nutrients including vitamin B6 and magnesium, and rich in protein and fiber. (June 2021)



[Vitao Semi-Bitter Sugar Free Chocolate with Proteins](#) is described as nutritious, contains 50% cocoa and 5g of plant-based protein from rice, pea and potato, and is free from sugar and gluten. (Nov 2020)

Source: Mintel GNPD

Sources of protein



Source: Mintel GNPD



[Vapza Orgânico Steam Cooked Quinoa Mix](#) has a very low sodium content, is 100% organic and does not require refrigeration. The kosher, gluten-free, vegan product retails in a recyclable BPA-free pack featuring the FSC Mix, Produto Orgânico Brasil, Vegan Society Approved Vegan Trademark logos. (June 2021)

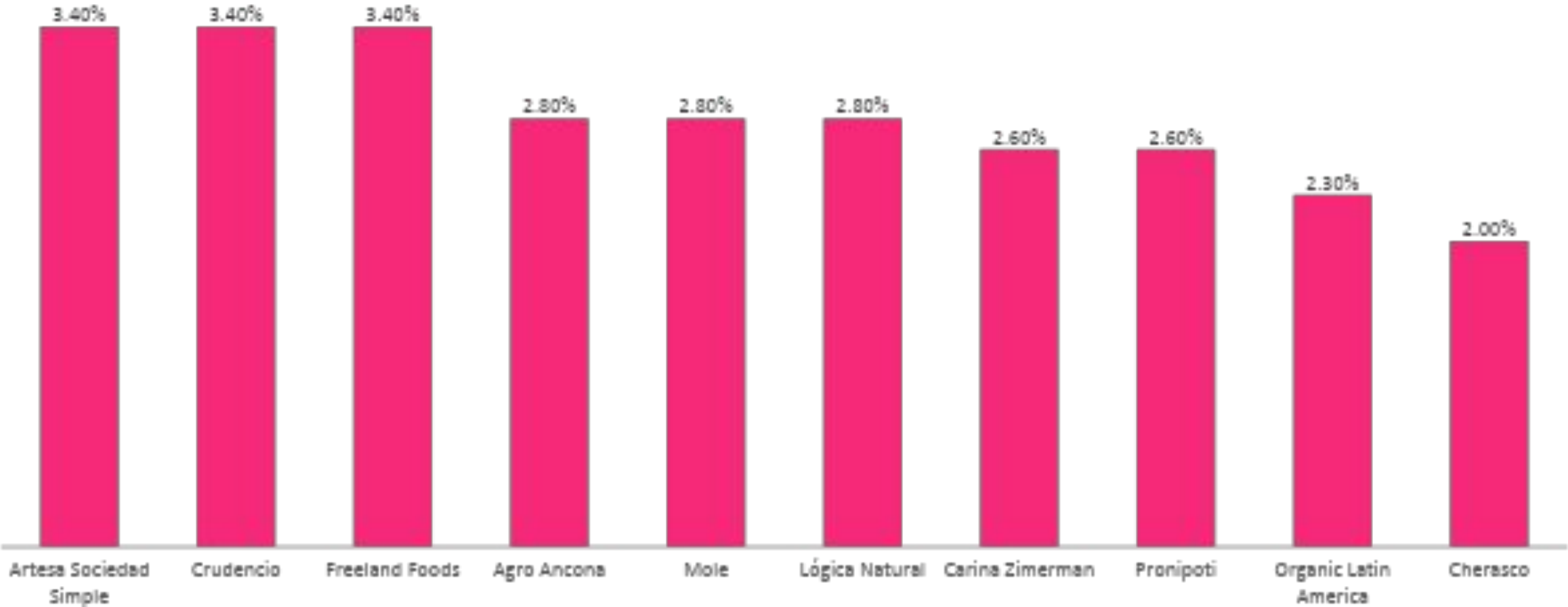


[Da Vila Homemade Granola](#) is described as a high protein superfood with good fats, turmeric and antioxidant, anti-inflammatory spices to guarantee wholesome nutrition to the body. This vegan and local product can be added to salads, is free from gluten, lactose and wheat. (May 2021)



ARGENTINA

Most active companies in terms of NPD



Source: Mintel GNPD

Plant-based players to watch in Argentina

[Frizata](#) - The DTC brand features two ranges: Veggies, which consists of burgers and milanesas made with vegetables that target consumers that want to eat less meat and increase their veg intake by offering them recipes that are high in fiber and light; and Meat-free, which are meat substitutes made with soy protein and wheat gluten.

Their main target are flexitarian consumers and not strict vegans, as all their recipes include egg whites as a binding agent, and some are even stuffed with cheese.

INNOVACIÓN CONSTANTE: SOMOS FUTURO

El futuro es hoy: investigamos e innovamos para estar siempre un paso adelante. Creamos una línea **MEAT FREE** que replica el sabor y la textura de la carne animal en productos hechos a base de **vegetales** como hamburguesas, albóndigas, nuggets y empanadas.

Nos preocupamos para sumar cada vez más opciones para mejorar nuestra relación con el medioambiente pero sin perder la experiencia que tanto nos gusta.

Más tecnología, más innovación y más sabor.
Mejor para vos.



Ingredientes –



Plant-based players to watch in Argentina

[Felices las Vacas](#) - The brand's ethos is developing conscious eating while taking care of the animals and the planet and also breaking the stigma of veganism. Their main focus are dairy alternatives, particularly cheese and yogurt, although they also offer burgers, pizzas and alfajores, Argentina's most famous sweet treat.

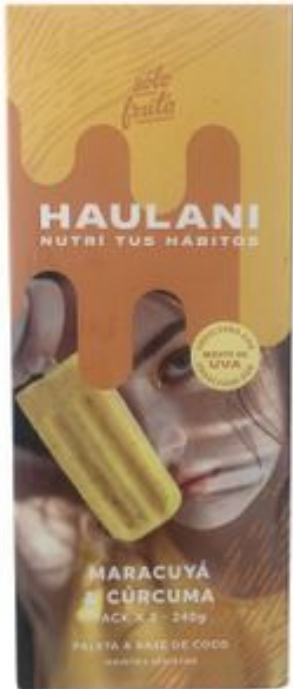


[Vrink](#) creates plant based drinks for people who want to improve the way they eat in a way that is healthy, transparent and accessible. The brand avoids GMOs and other potentially harmful ingredients, such as high fructose corn syrup or carrageenan, as well as preservatives and TACC.

Their lactose and cholesterol free varieties are made with almond, coconut, oats and peanut.

Plant-based players to watch in Argentina

Social media based creameries [Haulani](#) and [Crudda](#) target a younger demographic with their modern packaging design and clear sustainable message.

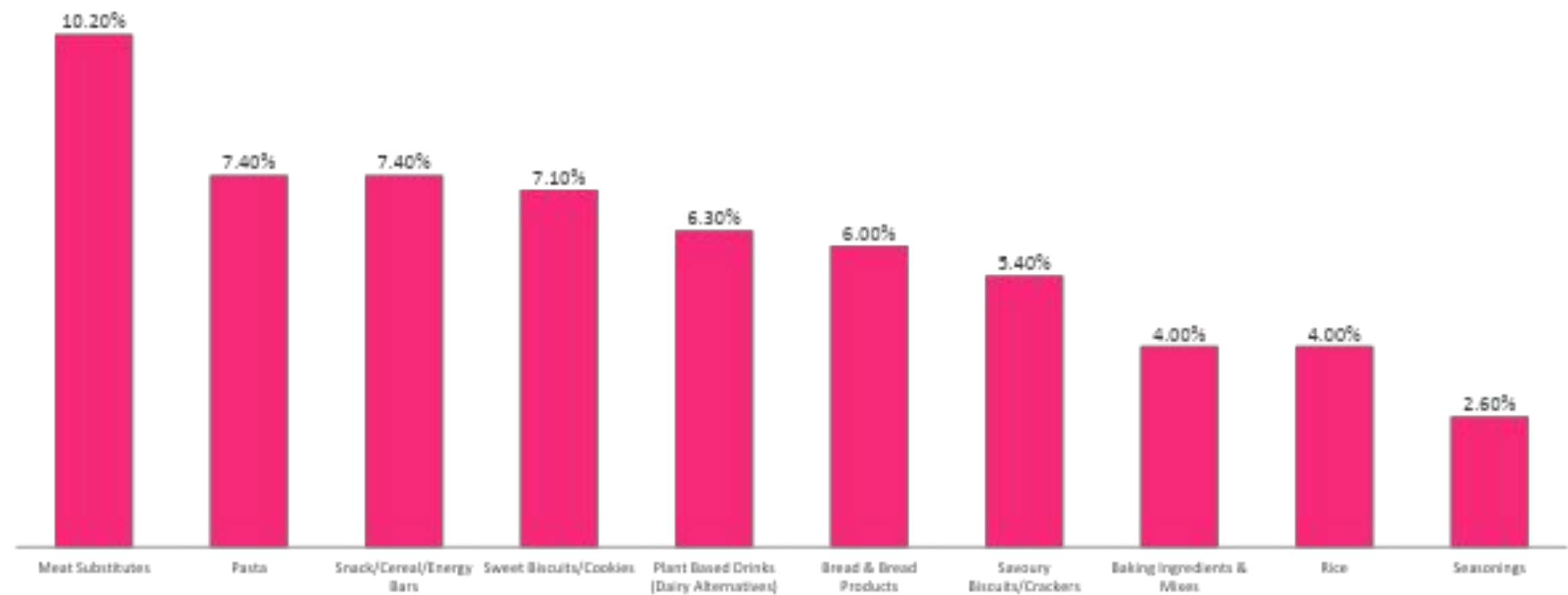


[Haulani Sólo Fruta Paleta Maracujá & Cúrcuma](#) are a coconut based popsicles made only with fruit and sweetened using grape juice. The brand highlights on the front of pack what their sweeteners are, appealing to health-conscious consumers.

[Coco_logo by Crudda Tipo Yogur a Base de Leche de Coco Sabor Natural](#) is kosher, a source of vitamin B12, and is free from added sugar, refined sugar, dairy, lactose, soya, gluten, T.A.C.C. and trans fat. The brand also appeals to consumers that suffer from food intolerances.



Most active sub-Categories – Bakery category accounts for 23.3% of vegan products launched in Argentina



Source: Mintel GNPD

Meat substitutes made with pulses or veg, as opposed to mock meat, are perceived as more natural, less processed alternatives that are more nutritious



[Via Veg Milanesa de Garbanzos](#) are T.A.C.C.-free, made with legumes and brown rice. A source of protein and fiber, it has low fat content and 0% cholesterol. (June 2020)



[Green Kitchen Hamburguesas de Lentejas](#) and [Kaia Medallones Veggies de Mijo y Zanahoria](#) are both free from gluten and preservatives. (April 2020)



[Nutree Medallones de Quinoa con Brócoli y Semillas de Lino](#) are 100% natural a source of fiber and free from gluten and T.A.C.C.. It can be cooked on the toaster in 14 minutes (February 2020)



[Nutrileza Hamburguesas Aduki & Cúrcuma](#) are free from trans fat, glutamate, additives, onion and garlic. (January 2020)



While most pasta is already vegan, the addition of pulses can up fibre and protein content



[Makarona](#) has created a range of vegan pasta using legumes, such as chickpeas, red beans, peas or lentils. These products are high in protein and fiber, low in sodium, and free from colorants, gluten and cholesterol. The pack bears the Sin T.A.C.C. – Trigo Avena Cebada y Centeno (No Wheat, Oat, Barley and Rye) logo. (February 2021)



No aporta cantidades significativas de Grasas Trans, Grasas Saturadas y Sodio.

[Molé's](#) range of ready to cook mixes is also 100% natural, high in fibre low in fat, and in most cases, also low in sodium. The pack fails to convey most of these claims in favour of highlighting the product's convenience and speedy preparation, missing out on differentiating elements that consumers look out for

Logos and simple claims on the front of the pack make it easier for consumers to identify which products suit their diet and lifestyle best



[Un Rincón Vegano Vegchips Galletitas Dulces Sabor Chocolate](#) are 100% plant based and free from ingredients of animal origin. The brand displays a rather aggressive message against animal exploitation and suffering. (February 2021)

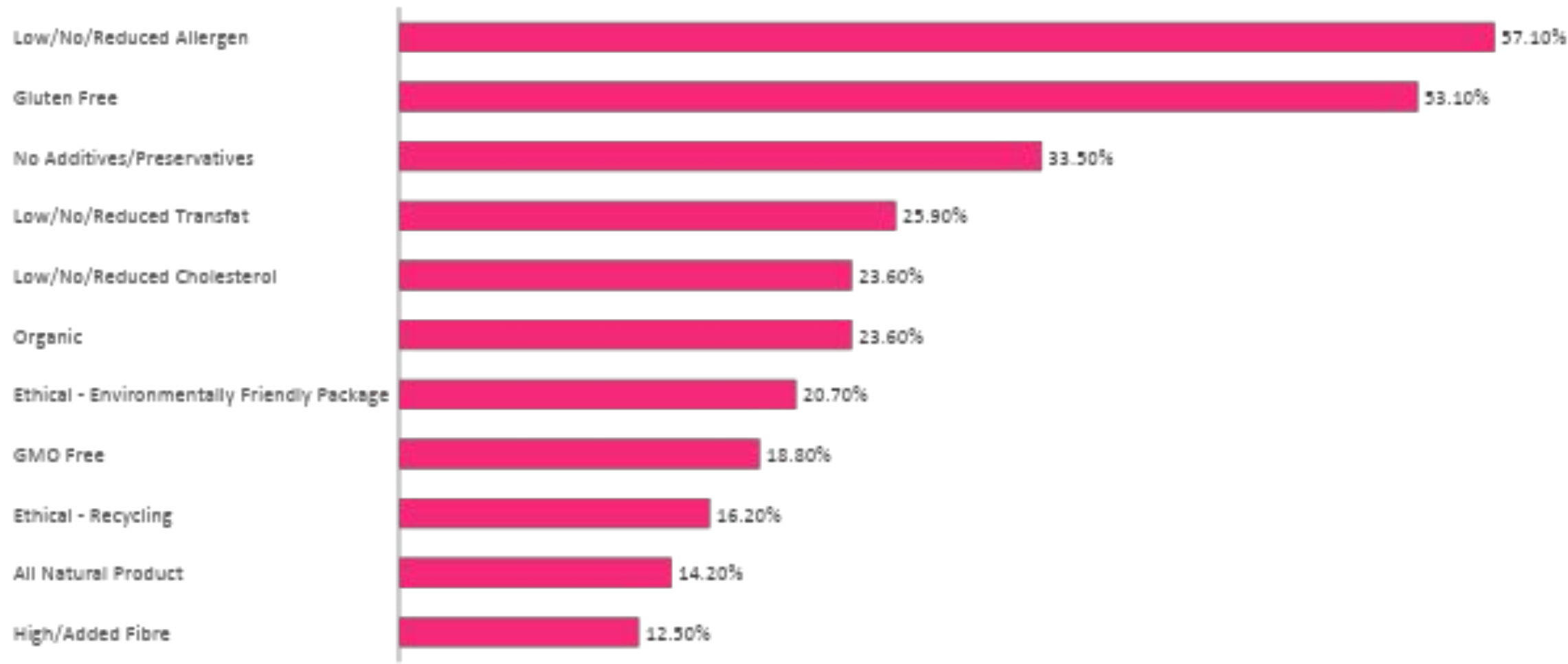


[Muecas Barra de Cereales Pasas y Arandanos sin Azúcar Agregada](#) is kosher-certified, free from preservatives and trans fat, a source of fiber and the pack bears the Veg Argentina Vegan Certified logo. (March 2021)



[Orali Tortillas de Harina Integral](#) are a vegan freezable product made with wholegrain wheat flour. It is easy to use and suitable for microwave. (Feb 2021)

Top claims – Argentina certifies gluten-free products with NO TACC logo



Source: Mintel GNPD

Sin TACC (Trigo, Avena, Cebada, Centeno) logo denotes gluten-free products



[Dicomere Chips de Coco Tostados Dulces](#) are free from additives, lactose, GMO, cholesterol, trans fat and T.A.C.C.. The vegan, 100% natural snack is made with whole cane sugar for quick energy, and is an excellent source of potassium and iron, replacing electrolytes after sport. (March 2021)



[Fitbeans Super Snack Garbanzos Tostados Salados Sabor Jamón Ahumado](#) contain less fat and calories than nuts, and are a source of fiber and protein. The vegan product is free from trans fats, T.A.C.C., gluten, GMO, peanut and soy. (March 2021)



[Green Kitchen Vegan Nuggets de Lentejas](#) are described as handmade, 100% natural lentil and brown rice croquettes, which are high in protein and fiber, and free from gluten, T.A.C.C. and cholesterol. (Feb 2021)

Vegan does not always mean lean, however products in Argentina feature the sentence *contenidos de origen vegetal no aportan colesterol*



[Bygiro Panqueques de Avena con Banana](#) are made with activated, whole wheat buckwheat flour and frozen bananas. This plant based product is a source of fiber and free from dairy, preservatives, trans fat and cholesterol. (Feb 2021)



[Vive Veg Huevo Vegano](#) is a cholesterol-free product for baking which features a neutral flavor, can be used for making tarts, muffins, cakes, puddings, breads and more and retails in a recyclable pack. (Feb 2021)



[Granix Veggie Snacks Snacks Horneados Sabor Finas Hierbas](#) are made from corn flour, peas, mashed potatoes and wheat. They contain no trans fat or cholesterol, are reduced in sodium and a source of omega 9 and is enriched with vitamin A and vitamin E. (Nov 2020)

Combining sustainability with natural claims can help engage consumers even more

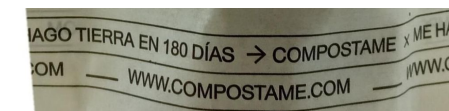


DAIRY FREE - NO CONTIENE DERIVADO ANIMAL
SIN CONSERVANTES - ENVASE RECICLABLE

[Brew Queso Untable de Castañas de Caju Sabor Tomates Secos](#) is both vegan and gourmet, free from dairy, animal derivatives and preservatives, and retails in a recyclable glass jar. (March 2021)

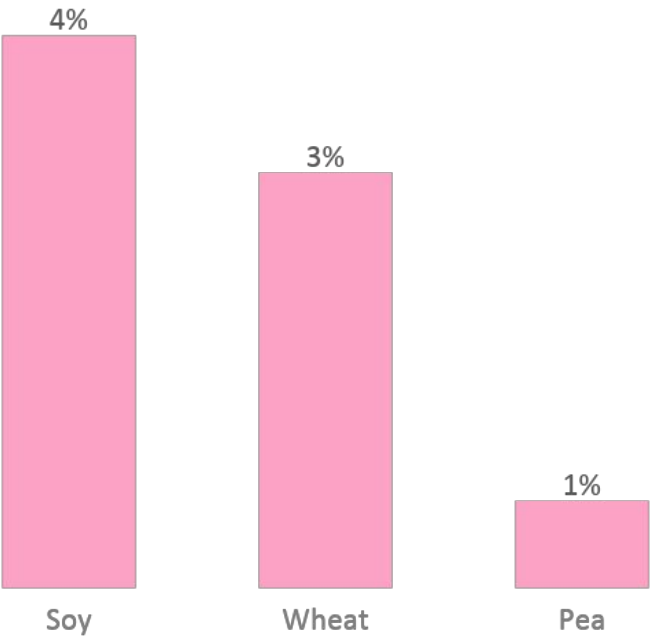


[La Serenisima Alimento Vegetal Bebible a Base de Almendra sin Azúcar](#) is 100% plant-based, enriched with calcium, vitamins A, D, E, B12 and B2, a source of zinc, and free from high fructose corn syrup, lactose, colorings, preservatives, T.A.C.C. and gluten. It retails in a recyclable pack with a sustainably sourced cap bearing the FSC logo. (Feb 2021)



[Origo Chocolate Chocolate de Cobertura Blanco](#) is free from casein, lactose, sugar, soya and gluten. It retails in a compostable pack that will dissolve into soil in 180 days. The company supports Fundación Proinso for social inclusion. (Feb 2021)

Sources of protein



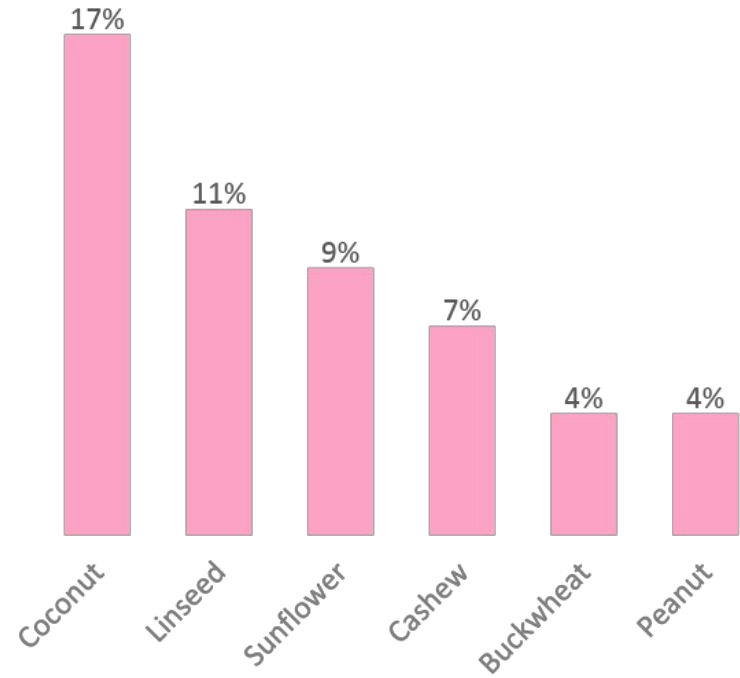
[Felices Las Vacas Bebida de Almendras y Arveja Gold Protein con Jengibre, Curcuma, y Canela](#) is suitable for vegans, free from GMOs, and contains 27g protein per pack. It retails in a BPA-free bottle. (June 2018)



[Felices las Vacas Karnevil Hamburguesas de Arvejas](#) contain 18g of protein per unit and are free from gluten, T.A.C.C. and soy. The product features a vegan plant-based quality certificate. (Sept 2020)

Source: Mintel GNPD

Sources of protein



Source: Mintel GNPD



[Augusta Queso Untable Clásico de Castañas de Caju](#) is made with traditional fermentation techniques and cultures, and with 100% plant-based ingredients. The product is a good source of vegetable protein, does not contain products of animal origin, cholesterol or lactose. (Feb 2021)

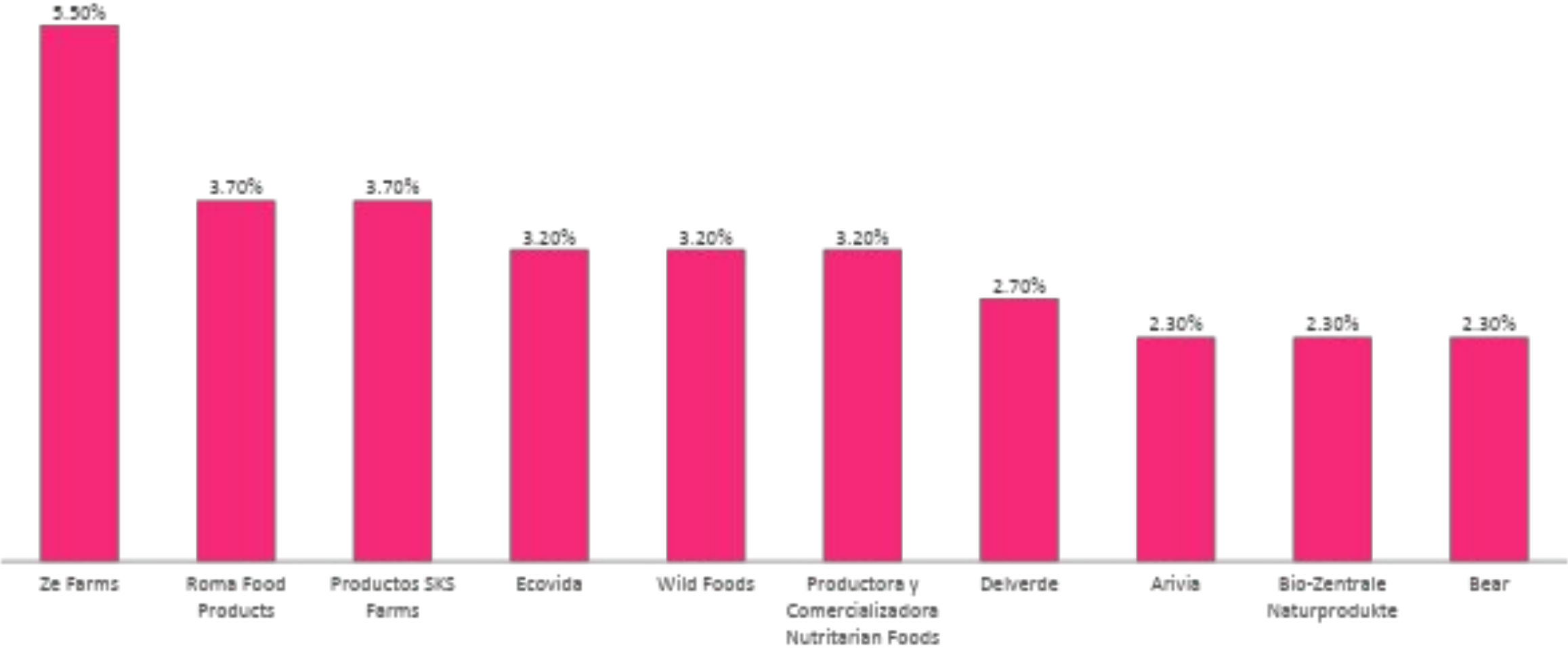


[Natural Candy Bites Premium Quality Alimento a Base de Coco](#) are toasted and made with vanilla syrup, coconut flakes, pumpkin and sunflower seeds, and chia seeds bits, and is flavored with vanillin. It contains 0% trans fat, is 100% vegan. (Feb 2021)



CHILE

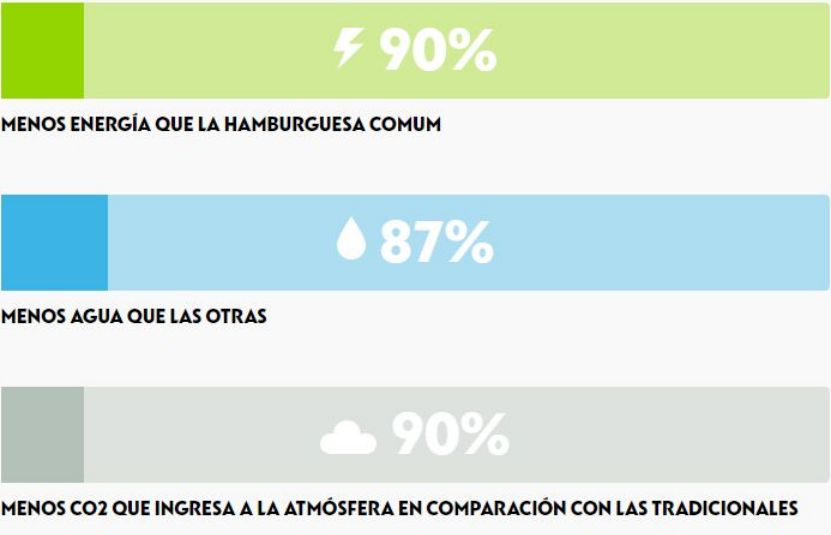
Most active companies in terms of NPD



Source: Mintel GNPD

Plant-based players to watch in Chile

NotCo – This food tech company uses Artificial Intelligence to create plant-based alternative to milk, meat, mayo and ice cream. Their proprietary technology, Giuseppe, matches animal proteins to their ideal replacements among thousands of plant-based ingredients while also taking into account their environmental impact. Available in 5 countries and already planning on expanding to Europe and Asia, their latest venture has taken them to partner with Burger King in Chile and neighbouring Paraguay to produce the Veggie Whopper, and with Mostaza in Argentina for a new range of Mega NotBurger



~~LACTOSA~~
~~HUEVOS~~
~~SOJA~~
~~GLUTEN~~
~~COLESTEROL~~
~~OGM~~



Source: Mintel GNPD

Plant-based players to watch in Chile

[Signore Mario](#) – Born in 2013, the brand aimed to fight Chile's obesity epidemic by creating vegan mayonnaise using organic, non-GMO soy. Since then, they have also launched coconut oil butter and high-protein pasta with pulses and cereals.

As for packaging, they use recyclable and eco-friendly alternatives to plastic, such as glass, paper and mineral-based non-toxic labels that do not use water.



Plant-based players to watch in Chile

Quelp – After researching for 5 years, Quelp transformed cochayuyo algae (which are very abundant in the Chilean coast) into healthy burgers, meatballs and chorizos. Their latest launch Nuggets Nativos, features a very mild seaweed flavour and has been breaded with chuchoca, coarse corn meal, for extra crunchiness, while also making it gluten and soy free.



¡Únete a la R[evolución] de las Algas!

Se parte de nuestro movimiento y únete a la nueva forma de consumir alimentos.



880Kg.

de CO2 reducido, despachos en bicicleta.



95%

Menos huella hídrica que producto cárnico, por recolección praderas naturales de algas.



100%

Empaques reciclables.



95%

Menos huella de carbono que un producto cárnico.



Source: Mintel GNPD

Plant-based players to watch in Chile

Other Chilean brands that offer vegan products made with seaweed are [Nün](#), who work alongside coastal harvesting communities under fair trade and sustainable extraction standards to create algae-based pasta that is high in protein and fiber, low in fat, and free from gluten and eggs.



Fusilli



Penne Rigate

[Bijelti](#)'s range of baked chips are free from gluten, cholesterol, transfat and a good source of fibre.

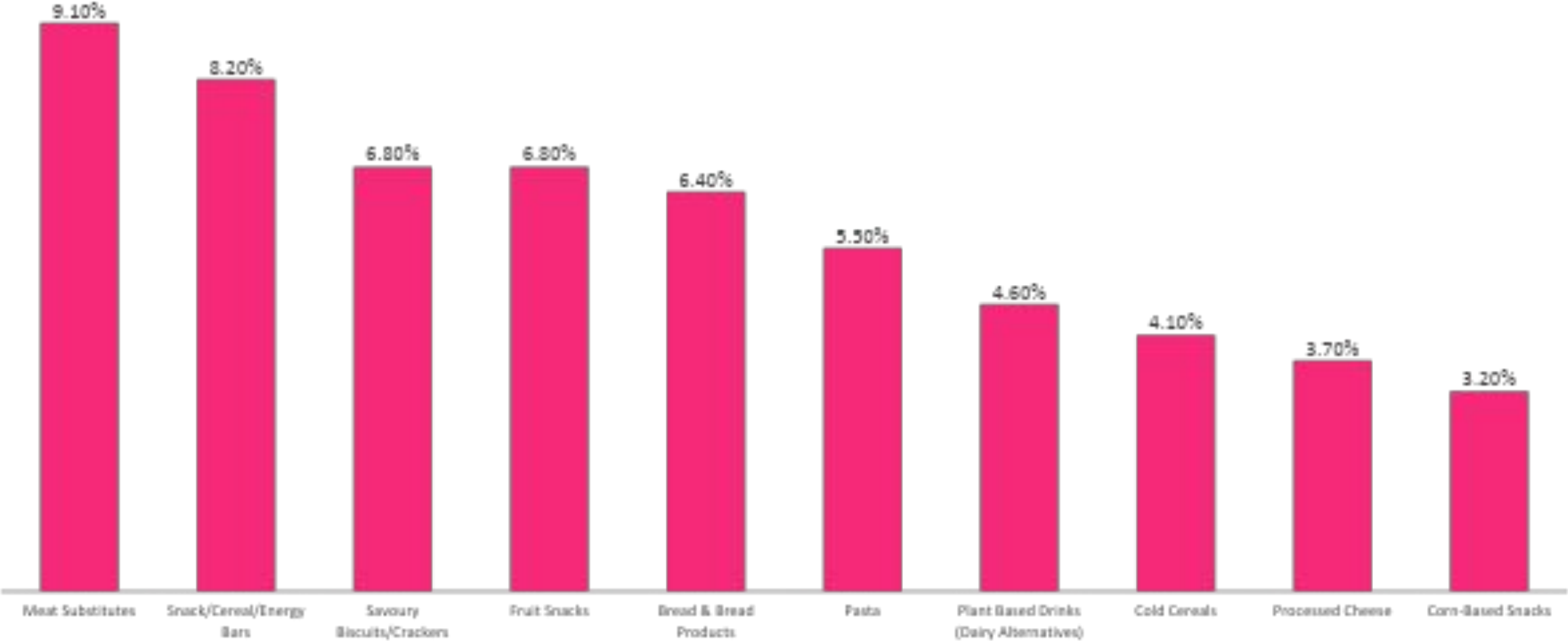


And lastly [Munani](#), who offer chips, crackers and cereal bars made with different types of seaweed harvested following fair trade guidelines that generate a positive impact on the local community and the ecosystem.



Source: Mintel GNPD

Most active sub Categories – Snacks account for 24.7% of launches, while 19.2% are bakery products



Source: Mintel GNPD

Moving beyond burgers can help brands reach a broader audience



Rikü Hamburguesa de Quinoa & Amaranto Granos Nativos Sabor Pesto is a 100% plant based, high protein, low fat burger made with Non-GMO certified soy and carefully selected raw, eco-friendly ingredients. Free from cholesterol, preservatives and colours and retails in a recyclable pack bearing the Vegan V-Label seal by the European Vegetarian Union logos. (April 2021)

Source: Mintel GNPD



Contiene proteína vegetal, textura fibrosa, sabor, hambre de progreso, vida saludable y respeto por los animales. Adecuado para celíacos, foodies exigentes, deportistas y amantes del planeta. No contiene resignación, productos de origen animal, colesterol, gluten, colorantes ni conservantes.



Heura Bocados Originales are 100% plant based, high in fibre and protein, free from gluten, preservatives, cholesterol and artificial colours and retail in an recyclable pack featuring the 3R Reduce, Reuse, Recycle. (Feb 2021)



The Live Green Co. Mix para Hamburguesa de Porotos Negros y Champiñones is a 100% natural and vegan product ready in eight minutes by just adding water. Provides 27.8g of protein and 16.6g of fiber per sachet. It is free from gluten, soy or allergens, animal ingredients, cholesterol, trans fat and additives. (Dec 2020)



Official certification logos are lacking across a variety of sub-categories



[Saniito Galletas de Maiz Corn Biscuits](#) are 100% natural made with wholegrains and Cahuill sea salt. An excellent source of fiber, calcium and iron, it is free from GMOs, gluten, allergens, cholesterol, trans fats and saturated fats. The pack bears the Todos Reciclamos logo. (Jan 2021)

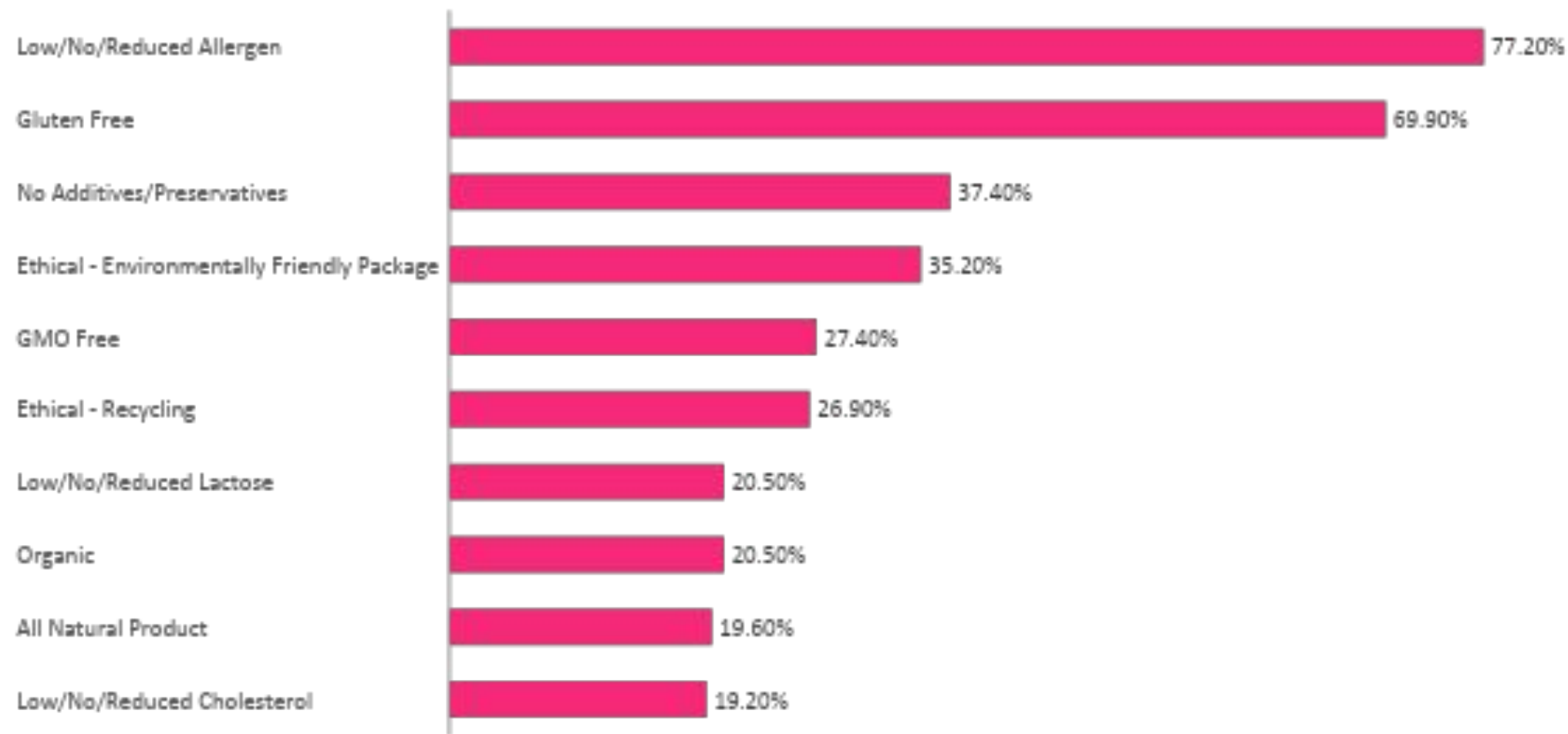


[Mizos Granola Mix Semillas](#) is gluten-free, suitable for vegans, has been sweetened with apple. Easy to digest, it contains no artificial additives or sweeteners.(May 2021)



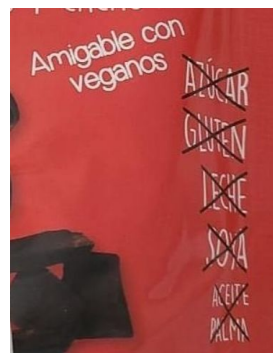
[Dilici Pan Molde Cocido y Congelado Molde Noir con Algarroba, Chía y Linaza](#) is suitable for vegans, high in fibre and free from gluten, eggs, lactose and preservatives.(Jan 2021)

Top claims – Fundación Convivir is responsible for labelling gluten-free items



Source: Mintel GNPD

Claims about low allergen content, such as gluten and lactose free, can also entice non-vegan consumers that suffer from food intolerances



[Terrium Lupino Crema de Avellanas y Cacao](#) contains no sugar, gluten, milk, soy or palm oil. It is made using non-GMO lupine, provides 10g of vegetable protein and retails in a recyclable pack. The B cert. company works with women that live near factories and cares for their quality of life. (June 2021)

[Violife Queso Vegano Cremoso con Finas Hierbas](#) is made with coconut oil and fortified with vitamin B12. Kosher certified, it is naturally free from lactose, soy, gluten and nuts. This product is suitable for both vegetarians and vegans. (May 2021)

[Zenzero Zero Gelato Helado Base de Arroz Sabor Chocolate](#) is 100% natural and vegan, powered by GanedenBC30 probiotics and low in fat and calories. It is free from lactose, cholesterol, gluten and added sugars. (March 2021)

Natural claims (GMO-free, organic, no preservatives) can help consumers make better-for-them choices



[Tivoni Garden Food Hamburguesa Vegetal Zapallo y Semillas](#) are chickpea-based burgers. Gluten-free, have been made using only natural vegetables and pulses and feature 0% cholesterol and trans fats. Brand does not highlight that the product is all natural. (March 2021)



[Bio XXI Una Marca de Coronilla Pasta de Arroz y Quinoa Fusilli](#) is certified organic, free from transgenic ingredients, additives, preservatives and gluten. It retails in a recyclable pack featuring the ImoCert, EU Green Leaf and Bolivia Producto Ecológico logos. (Jan 2021)



[The Live Green Co. Mix para Panqueque de Chocolate y Naranja](#) is made with 100% natural ingredients. It is free from gluten, soy and artificial additives, and is naturally free from cholesterol and trans fats. It has been sustainably and locally made, is fairtrade certified, recyclable and 100% compostable pack with vegetable-based sachets. (June 2021)

Consumers are hyperaware of the damage that excess packaging and plastic waste cause on the planet. Biodegradable and compostable alternatives are growing.



[Tika Tortika Tortilla Chips de Hummus, Tomate & Cebolla](#) have been repackaged in a newly designed pack made from 100% recycled paper. The manufacturer invests 1% from the sale of this product in projects for the planet and communities. (Jan 2021)



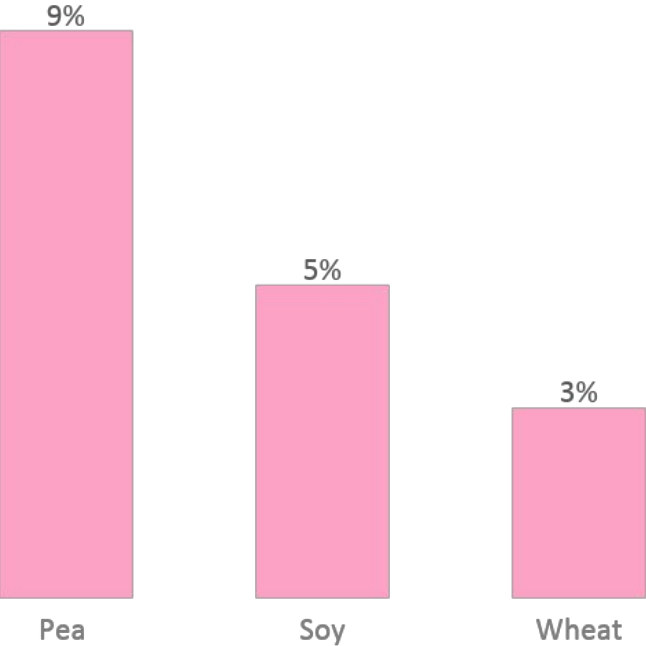
[iChoc Chocolate con Jarabe de Arroz y Galletas de Chocolate Orgánico](#) retails in a plastic-free pack bearing the EU Organic and FSC Mix logos. The foil inside is compostable. (April 2021)



[Mizos Barrita Natural de Cacao and Coco](#) are made with non processed dried fruits and nothing else. Free from gluten, it retails in a recyclable and reusable pack. (Feb 2021)



Sources of protein



Source: Mintel GNPD

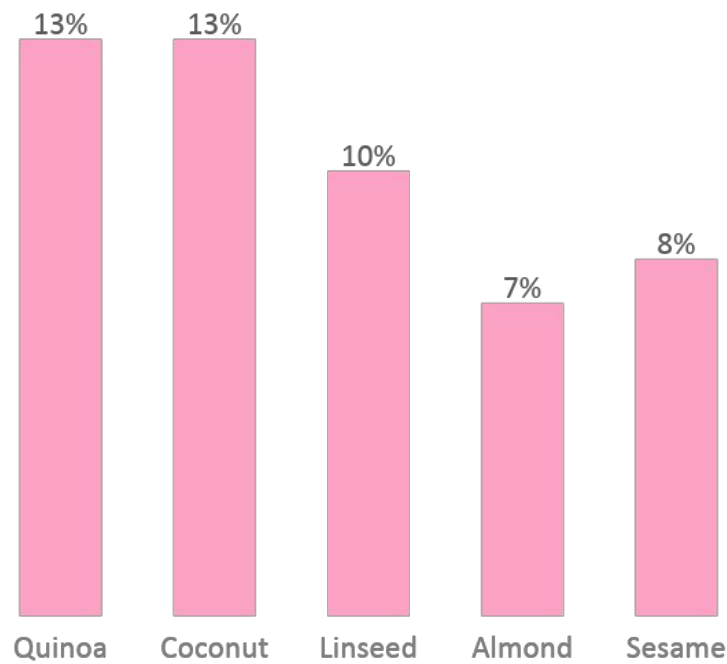


[Minuto Verde Hamburguesas de Lentejas](#) are a good source of iron, phosphorus and protein, without additives and preservatives. It is 100% natural, vegan and can be accompanied with any garnish. The product has been individually quick frozen and retails in a recyclable pack. (June 2020)



[Lightlife Smart Dogs Embutidos de Proteina Vegetal](#) are certified vegan plant-based sausages made with soy and pea protein that contain 8g of protein per serving, have been kosher certified and contain no GMOs. (May 2021)

Sources of protein



Source: Mintel GNPD



[Mighty Sesame Co. Pasta de Semillas de Sésamo](#) is suitable for vegans and a source of plant-based protein. It is free from gluten and GMOs and keto-friendly. (June 2021)



[Orgran Cereales Libre de Azúcar](#) is said be a source of protein and fiber to soothe the biggest of hungers. It contains açai berries and coconut, a good source of dietary fiber. Diabetic friendly, free from gluten, dairy, wheat, yeast, GMO, soy, egg, artificial colors, flavors, preservatives and added MSG. (March 2020)

Conclusions

Brazil

Sustainable nutrition

Environmental concerns rank high among Brazilian consumers, with 77% agreeing that it's important to them that the brands they buy from follow ethical or sustainability practices.

Companies can highlight in which ways they are utilising the country's rich biodiversity in nutrient-dense ingredients to avoid having a negative impact on the planet, as well as benefiting local communities and their economies.

Argentina

Naturalness is key

Vegan brands should call out natural, minimally processed claims to get the attention of consumers who are seeking a more genuine plant-based experience and prioritize 'real' or 'whole' plant foods, such as grains and legumes.

To appeal to the more health-conscious consumers, brands should specify the actual fat content of products instead of simply relying on plant-based healthy halo.

Chile

Explore local ingredients

Since as much as 66% of Chilean consumers try to buy from local companies where possible, brands should tap into the potential of sustainably and locally-sourced ingredients that have less impact on the environment, such as kelp, which can elevate a products' health claims, taste and texture.

Convenience is also important, so brands can explore formats that let creativity soar while not being too time consuming.

For more information, please contact



Carla Ogeia Lewis

Consultant Project Lead
cogeialewis@mintel.com



Victoria Juan Montejano

Associate Consultant
vmontejano@mintel.com

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