



Fresh Food in Brazil

March 2026

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Fresh Food in Brazil

EXECUTIVE SUMMARY

Cost pressure and clean-eating preferences lift fresh food volumes in Brazil

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Fresh food benefits from cost concerns and shift away from ultra-processed alternatives
Health trends and home-cooking culture drive consumers to fresh food options
Distribution upgrades and rising interest in niche offerings support overall volume growth

WHAT'S NEXT?

Further growth forecast amid continued consumer shift to natural foods
Supply-chain improvements should support expansion
Investment in retail distribution and foodservice set to broaden access

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Eggs gain share as households trade down from higher-cost proteins

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[Fish and Seafood in Brazil](#)

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INDUSTRY PERFORMANCE

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INDUSTRY PERFORMANCE

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Nuts in Brazil

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Pulses in Brazil

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[Starchy Roots in Brazil](#)

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[Sugar and Sweeteners in Brazil](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

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