



Euromonitor  
International

# Processed Fruit and Vegetables in Brazil

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## Processed Fruit and Vegetables in Brazil - Category analysis

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#### 2025 DEVELOPMENTS

Price-led pressure holds back packaged produce

#### INDUSTRY PERFORMANCE

Economic stress forces consumers to prioritise essential items in their baskets

Category progress remains dependent on climatic conditions

Brazilian consumers remain wary of frozen fruit

#### WHAT'S NEXT?

Strong growth anticipated in response to convenience demand

Health and wellness trends will support category sales

Sustainability comes into sharper focus

#### COMPETITIVE LANDSCAPE

Heinz continues to lead through Quero brand

Heinz benefits from persistent innovation

Olé enjoys further expansion as rival to Heinz

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Supermarkets channel benefits from a broad range of options

Warehouse clubs sees further though slowed growth in 2025

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[Staple Foods in Brazil - Industry Overview](#)

### EXECUTIVE SUMMARY

Staples remain resilient as inflation and downtrading shape spending

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Rising food prices support continued value growth

Consumers shift towards warehouse clubs as private label expands

Regulations boost impact of current health trends

#### WHAT'S NEXT?

Essential nature of staple foods ensures further growth  
Developments in distribution to further bolster sales  
Health, sustainability and convenience as key innovation drivers

#### COMPETITIVE LANDSCAPE

Camil leads through strong legacy and diverse offering  
BRF rises rapidly thanks to aggressive strategy

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-fruit-and-vegetables-in-brazil/report](http://www.euromonitor.com/processed-fruit-and-vegetables-in-brazil/report).