



# Eggs in Brazil

March 2026

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## Eggs in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

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

#### INDUSTRY PERFORMANCE

Eggs as favoured animal-sourced protein substitute amid economic stress

Consumers remain laser-focused on affordability, solidifying eggs as a staple

#### WHAT'S NEXT?

Premiumisation to increasingly differentiate eggs for consumers

Eggs will continue to benefit from health and convenience trends

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## Fresh Food in Brazil - Industry Overview

### 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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