



# Vegetables in Brazil

March 2026

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## Vegetables in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Staples hold up as shoppers trade down within vegetables

#### INDUSTRY PERFORMANCE

Demand for basic items stays steady as higher-priced vegetables suffer  
Health consciousness and cultural habits support demand for fresh vegetables

#### WHAT'S NEXT?

Growth supported by health trends and investment in production processes  
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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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