



Euromonitor  
International

# Pulses in Brazil

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Convenience constraints cap pulse volumes despite lower bean prices

### INDUSTRY PERFORMANCE

Low convenience of unprocessed pulses slows volume growth

Pulses' performance in Brazil is culture-based rather than health-driven

### WHAT'S NEXT?

Convenience valued over traditional rice and beans combination

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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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