



Fruits in Brazil

March 2026

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Fruits in Brazil - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Berries rise rapidly, but fruits remain non-essential spend for many households

INDUSTRY PERFORMANCE

Low fruit intake and economic pressure undermine progress for fruits

Fruits benefits from healthy trends, but competes against indulgent snacks

WHAT'S NEXT?

Brighter economic outlook and demographic expansion should support category growth

Shifting consumer attitudes as major driver of expansion

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Fresh Food in Brazil - Industry Overview

EXECUTIVE SUMMARY

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

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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

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