



Meals and Soups in Brazil

March 2026

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Meals and Soups in Brazil - Category analysis

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2025 DEVELOPMENTS

Modest growth is driven by convenience and health in 2025

INDUSTRY PERFORMANCE

Macroeconomic factors ease pressure on meals and soups in 2025

Prepared salads gain traction in Brazil as health-conscious, budget-conscious consumers drive growth

WHAT'S NEXT?

Ready meals and soups is set for growth during economic recovery and evolving lifestyles

Health and wellness trends are expected to drive innovation in Brazil's ready meals and soups

Regulatory and sustainability initiatives will increasingly shape ready meals and soups

COMPETITIVE LANDSCAPE

BRF SA maintains its leadership through brand strength, scale and nationwide distribution

BRF outpaces competitors through innovation and brand excellence in 2025

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Cooking Ingredients and Meals in Brazil - Industry Overview

EXECUTIVE SUMMARY

Volume-led growth and health innovation shape cooking ingredients and meals in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Volume-led recovery driven by value-seeking behaviour in 2025

Health driven reformulation influence purchases across cooking ingredients and meals in 2025

More consumers reach for functional convenience and fitness-influenced products

WHAT'S NEXT?

Macroeconomic stabilisation and demographic tailwinds will support steady value expansion
Innovation, reformulation and regulation are expected to drive premiumisation
Channel diversification is set to strengthen both value and premium options

COMPETITIVE LANDSCAPE

Cargill Agrícola SA's scale, innovation and brand power sustain its leadership in Brazil
BRF SA's brand revitalisation and dynamism drive accelerated growth

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