



Euromonitor
International

Fruits in Brazil

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Table of Contents

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

Summary 1 - Major Processors of Fruits 2025

CATEGORY DATA

Table 1 - Total Sales of Fruits by Category: Total Volume 2020-2025

Table 2 - Total Sales of Fruits by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Fruits by Category: Volume 2020-2025

Table 4 - Retail Sales of Fruits by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Fruits by Category: Value 2020-2025

Table 6 - Retail Sales of Fruits by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Fruits by Category: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Fruits by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Fruits by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Fruits by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Fruits by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Fruits by Category: % Value Growth 2025-2030

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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

CHANNELS

Neighbourhood stores remain backbone of fresh food supplies

Supermarkets benefit through broad offer and modernisation

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

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SOURCES

Summary 2 - Research Sources

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