



**Euromonitor
International**

Fresh Food in Brazil

March 2026

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Fresh Food in Brazil

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

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