



Euromonitor
International

Eggs in Brazil

March 2026

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Eggs in Brazil - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Eggs gain share as households trade down from higher-cost proteins

INDUSTRY PERFORMANCE

Eggs as favoured animal-sourced protein substitute amid economic stress

Consumers remain laser-focused on affordability, solidifying eggs as a staple

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

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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

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