



Vegetables in Brazil

March 2026

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Vegetables in Brazil - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Staples hold up as shoppers trade down within vegetables

INDUSTRY PERFORMANCE

Demand for basic items stays steady as higher-priced vegetables suffer

Health consciousness and cultural habits support demand for fresh vegetables

WHAT'S NEXT?

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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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