



Euromonitor
International

Vegetables in Brazil

March 2026

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Vegetables in Brazil - Category analysis

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2025 DEVELOPMENTS

Staples hold up as shoppers trade down within vegetables

INDUSTRY PERFORMANCE

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Health consciousness and cultural habits support demand for fresh vegetables

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

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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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