



**Euromonitor
International**

Pulses in Brazil

March 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience constraints cap pulse volumes despite lower bean prices

INDUSTRY PERFORMANCE

Low convenience of unprocessed pulses slows volume growth

Pulses' performance in Brazil is culture-based rather than health-driven

WHAT'S NEXT?

Convenience valued over traditional rice and beans combination

Consumption may benefit from rising health concerns in the future

Summary 1 - Major Processors of Pulses 2025

CATEGORY DATA

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

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

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

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

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

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

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

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

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

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

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

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

Table 13 - Forecast Retail Sales of Pulses 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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