



Euromonitor
International

Fish and Seafood in Brazil

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Fish and Seafood in Brazil - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordable farmed fish drives demand shift in Brazil

INDUSTRY PERFORMANCE

Fish benefits from economic scenario, trending as a lean and healthy protein

Wider offering and distribution of fishes pushes positive performance

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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

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Further growth forecast amid continued consumer shift to natural foods

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