



Euromonitor
International

Edible Oils in Brazil

March 2026

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Edible Oils in Brazil - Category analysis

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2025 DEVELOPMENTS

Post-inflation price normalisation weighs on edible oils value sales in 2025

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Price correction drives value decline in edible oils in Brazil

Corn oil pricing strength offsets volume declines in edible oil during 2025

WHAT'S NEXT?

Stabilising economy and premiumisation are set to support renewed growth

Health and lifestyle trends are set to reinforce premium demand

Innovation and supply investment are expected to drive premiumisation across the forecast period

COMPETITIVE LANDSCAPE

Bunge sustains its leadership through scale, integration and brand strength

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Volume-led recovery driven by value-seeking behaviour in 2025

Health driven reformulation influence purchases across cooking ingredients and meals in 2025

More consumers reach for functional convenience and fitness-influenced products

WHAT'S NEXT?

Macroeconomic stabilisation and demographic tailwinds will support steady value expansion

Innovation, reformulation and regulation are expected to drive premiumisation

Channel diversification is set to strengthen both value and premium options

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Cargill Agrícola SA's scale, innovation and brand power sustain its leadership in Brazil

BRF SA's brand revitalisation and dynamism drive accelerated growth

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