

## **Fruits in Brazil**

Market Direction | 2024-12-19 | 23 pages | Euromonitor

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### **Report description:**

Total volume sales of fruit are expected to continue to rise in Brazil in 2024. However, Brazil has been experiencing the impacts of the strong natural phenomena La Nina and El Nino since 2022, which bring opposite effects across the country. While La Nina brought heavy rains to the Southeast and drought to the South in 2022/2023, El Nino, which started in 2023 and continued into 2024, inverted the situation. This therefore brought heavy rains and flooding to the South, including Rio Grande do S...

Euromonitor International's Fruits in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2019-2023, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Apples, Banana, Cherries, Cranberries/Blueberries, Grapefruit/Pomelo, Grapes, Kiwi Fruit, Lemon and Limes, Oranges, Tangerines and Mandarins, Other Fruits, Peaches/Nectarines, Pears/Quinces, Pineapple, Plums/Sloes, Strawberries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

#### **Why buy this report?**

- \* Get a detailed picture of the Fruits market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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