

## **Processed Fruit and Vegetables in Brazil**

Market Direction | 2025-01-10 | 23 pages | Euromonitor

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### **Report description:**

A mix of positive and challenging factors has continued to be seen in the macroeconomic scenario in Brazil in 2024. While the country has experienced robust economic growth, driven by a strong labour market and fiscal transfers, inflationary pressures and rising interest rates have posed significant challenges for both consumers and businesses. Brazilian consumers have therefore been more cautious in their approach to spending. This shift has led to a growing preference for value-oriented produc...

Euromonitor International's Processed Fruit and Vegetables in Brazil report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2020-2024, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2029, clearly indicating how the market is expected to change.

Product coverage: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

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

- \* Get a detailed picture of the Processed Fruit and Vegetables 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

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#### 2024 DEVELOPMENTS

Economic scenario and impact of natural phenomena on fresh food production benefit processed fruit and vegetables

Portfolios increasingly include cassava, and other products more adapted to Brazilian tastes

Frozen processed potatoes benefits from products specifically for air fryers

#### PROSPECTS AND OPPORTUNITIES

Frozen processed vegetables to ease cooking routines, such as onions and garlic, expected to expand

Cauliflower wings bring innovation, convenience and indulgence to a segmented audience

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