



Euromonitor
International

Processed Fruit and Vegetables in Brazil

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KEY DATA FINDINGS

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
Channel dynamics will favour processed fruit and vegetables

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Staple Foods in Brazil - Industry Overview

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