



**Euromonitor  
International**

# Processed Meat, Seafood and Alternatives To Meat in Brazil

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic scenario favours the consumption of processed meat, catering for a wide range of consumers

Frozen and chilled processed meat, seafood and alternatives to meat benefit from current lifestyles and offer convenience

Meat and seafood substitutes heading towards consolidation in retail and entering foodservice

PROSPECTS AND OPPORTUNITIES

Social media will continue to help increase the popularity of artisanal processed meat

Greater availability of seafood in the internal market may encourage players to invest in processed fish and seafood

More meat and seafood substitutes enriched with creatine set to appear in the market

CATEGORY DATA

- Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
- Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024
- Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024
- Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024
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- Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024
- Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024
- Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024
- Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029
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Staple Foods in Brazil - Industry Overview

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive landscape
- Channel developments
- What next for staple foods?

MARKET DATA

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- Table 16 - Sales of Staple Foods by Category: Value 2019-2024
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- Table 22 - Distribution of Staple Foods by Format: % Value 2019-2024
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DISCLAIMER

## SOURCES

### Summary 1 - Research Sources

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