Required Report: Required - Public Distribution

Date: March 31, 2026

Report Number: BR2026-0011

Report Name: Food Processing Ingredients Annual

Country: Brazil

Post: Sao Paulo ATO

Report Category: Food Processing Ingredients

Prepared By: Alexandre Vendemiatti junior

Approved By: Amy Caldwell

Report Highlights:

Brazil's food processing sector revenue reached about USD 248 billion in 2025, growing 8 percent from the previous year. Brazil's strong agricultural base supports ongoing investments in the food processing industry, signaling continued growth to meet rising domestic and regional demand for processed food products. The sector depends on imported high-value micro-ingredients, creating opportunities for U.S. suppliers. Innovative ingredients are highly sought, though novel ingredients require preauthorization. For more information, contact atosaopaulo@usda.gov.

Executive Summary

Brazil is the largest economy in Latin America and one of the largest in the world. In 2025, Brazil's gross domestic product (GDP) increased 2.3 percent compared to the previous year, driven by agriculture and the services sector.

Consumer-Oriented Agricultural Imports

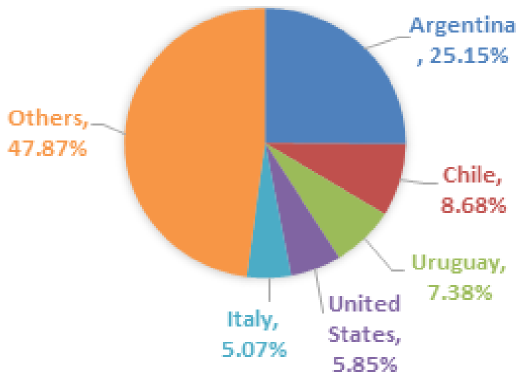


Chart 1: Top Exporting Countries to Brazil, Trade Data Monitor (TDM)

Food Retail Industry

The Brazilian Supermarket Association (ABRAS) reported supermarket sales at USD 197 billion in 2024 – a 9.3 percent increase compared to the previous year. The retail sector includes nearly 425,000 stores, serves 30 million consumers daily, and represents 9.1 percent of Brazil's GDP. The Southeastern region of Brazil has the largest share of the retail industry, with 62 percent of revenues and roughly 6,500 stores

Food Processing Industry

According to the Brazilian Food Processors' Association (ABIA), the country's food processing sector registered revenues of USD 248 billion in 2025, an increase of 8 percent compared to 2024.

Food Service Industry

Brazil is among the five largest foodservice markets in the world, characterized by high fragmentation, with many small and medium-sized businesses. According to the Brazilian Bars and Restaurants Association (ABRASEL), the sector revenues were USD 83 billion in 2024.

Quick Facts CY 2025

Imports of Consumer-Oriented Products:
USD 7.1 billion

Top 10 Imported Growth Products in 2025

Cocoa Beans	Pork Products
Chocolate Products	Tree Nuts
Non-Alcoholic Bev.	Processed Food
Tea	Bakery Goods & Cereals
Distilled Spirits	Chewing Gum & Candy

Source: SECEX

Food Industry by Channels (U.S. Billion $) in 2025

Food Industry Output	$248
Domestic Market	$182
Retail	$130
Food Exports	$66
Food Service	$52

Source: ABIA

Top 10 Brazilian Retailers in 2024

1) Carrefour	6) Irmãos Muffato
2) Assai Atacadista	7) Grupo Pereira
3) Grupo Mateus	8) Mart Minas
4) Supermercados BH	9) Cencosud Brasil Dom
5) Grupo Pão de Açucar	10) Grupo Koch

Source: ABRAS

Population *(millions)*: 213
GDP (*trillion USD*): 2.27
GDP per capita *(USD*): 10,677
Source: Brazilian Institute of Geography and Statistics

Strengths/Weaknesses/Opportunities/Threats

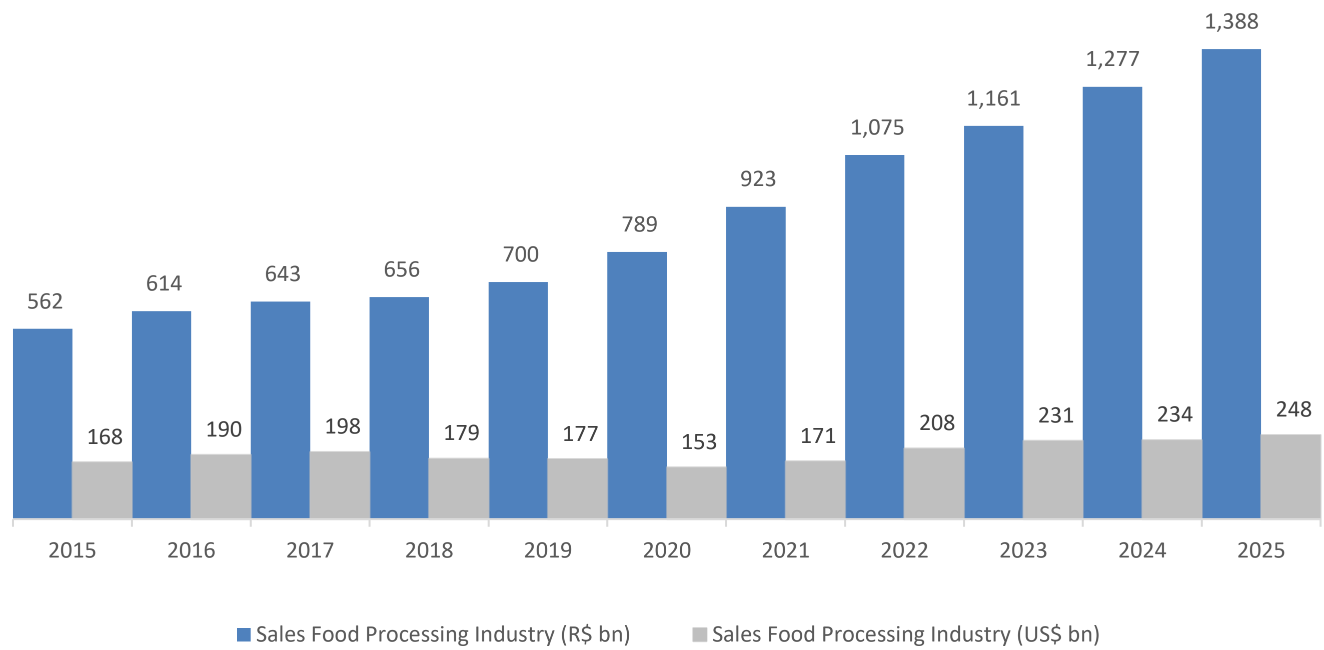
Strengths	Weakness
Robust food processing industry that supplies much of South America	Highly dependent on imported food additives.
Opportunities	**Threats**
The Mercosur–EU agreement presents an opportunity to expand the food industry.	Higher energy prices may increase food costs and shift consumption toward lower-value products.

SECTION I: MARKET SUMMARY

Country Overview
In 2025, Brazil's gross domestic product (GDP) reached USD 2.27 trillion, growing 2.3 percent after 3.4 percent expansion in 2024. The country's large population, abundant natural resources, and stable macroeconomic environment continue to make it attractive for long-term investment by both local and international firms.

According to ABIA, the food processing sector generated R$1.388 trillion (USD 248 billion at R$5.59/USD) in 2025, up 8.02 percent. The industry continues to capitalize upon Brazil's agricultural strength, processing 62 percent of the agricultural production in 2025. Exports for the sector reached a record USD 66.7 billion. Despite moderate increases in overhead expenses for energy and packaging, the sector's growth is expected to continue. This outlook is supported by R$116 billion in investments made between 2023 and 2025 to improve factories and innovation.

Chart 1: Food Processing Industry Sales



Source: FAS/Sao Paulo, based on ABIA data

Table 1: Advantages and Challenges in the Brazilian Market

ADVANTAGES	CHALLENGES
Multinational companies demand innovative and high-performance ingredients not present in the market.	Brazilian import procedures are very complex and can be challenging for small to medium and new-to-market companies to navigate.
The United States is known as a consistent supplier of high-quality products.	U.S. success in the Brazilian food and beverage market depends on a long-term commitment. Persistent investment is necessary to scale operations and achieve significant profitability.
Many U.S. food products appear to be replicated by Brazilian subsidiaries of multinational corporations. These entities likely utilize similar ingredient profiles to maintain global product and brand consistency.	Importers tend to buy small quantities to test the market, while U.S. companies are usually not predisposed to sell small volumes.
The economic strength of food processors has allowed many to shift from solely price-oriented approach to a cost-benefit approach, in which s U.S. products more competitive.	American ingredients face strong competition from European products.

SECTION II. ROAD MAP FOR MARKET ENTRY

Entry Strategy
As a first step, U.S. exporters must determine if their product has access to the Brazilian market. National Agency of Sanitary Surveillance **(**ANVISA) has a tool with information on approved ingredients and foods, including enzymes and probiotics. This platform, designed in a panel format, enables users to search by ingredient name or purpose of use. Users can explore various categories, including sugars, amino acids, carbohydrates, copolymers, enzymes, spices, dietary fibers, lipids, minerals, oligosaccharides, other nutrients, probiotics, proteins, bioactive substances, and vitamins. The Agricultural Trade Office (ATO) in Sao Paulo is the primary contact for U.S. companies to clarify this.

U.S. exporters should consider the ATO as an initial source of information and market guidance. U.S. companies can test the market through ATO marketing activities and profit from its market intelligence. Another way to test the market is through the various activities developed by State Regional Trade Groups and trade associations.

Import Procedures
The import process can be divided into three major phases: pre-shipment, shipment, and customs clearance. The number of procedures within each step may vary according to the product category.

Plant registration is required for animal-origin products and animal food and feed., U.S. companies should contact the FAS Office of Agricultural Affairs, located in Brasilia, which is responsible for initiating the registration process with Brazilian government entities. Please see the 2025 Brazil FAIRS Report for more information on import and certification requirements. Oversight of imported food and beverage products is primarily under the responsibility of the Ministry of Agriculture, Livestock, and Food Supply (MAPA) and the Brazilian Health Regulatory Agency (ANVISA). These two government bodies ensure the safety of the food supply and enforce regulations related to food and beverage products throughout the supply chain. To fulfill local requirements, the importer must work with the exporter, particularly in the initial phase, when the documents for shipment are prepared. Upon product arrival, most import companies contract a customs agent who will be responsible for clearance formalities. Exporters must observe the most updated set of rules each administrative agency releases prior to shipment. Note that the first importation of a product might require registration. Exporters routinely find the first import is the most challenging, with subsequent shipments becoming easier.

Trade Shows

One of the most effective strategies for entering the Brazilian market involves participating in trade shows. There are numerous trade shows in Brazil throughout the year focused on ingredients that attract buyers from throughout South America (Table 2). For the full list of trade shows, contact ATO Sao Paulo.

Table 2: 2024 Brazil Trade Show Schedule

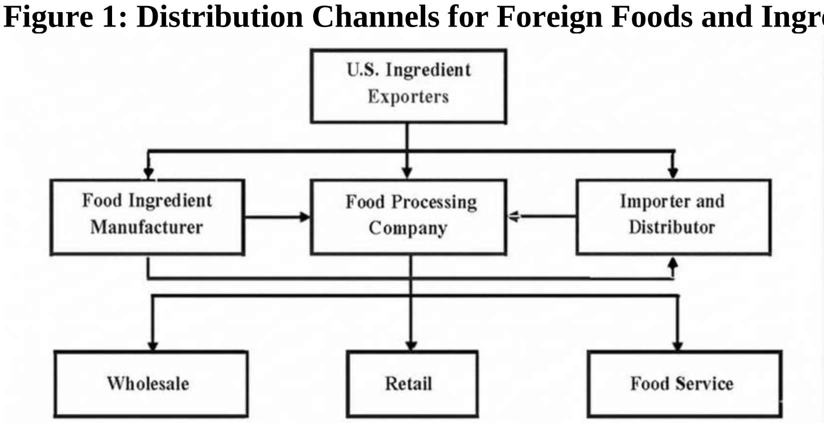
Show Name	**Show Date**	**Products Featured**
Nutri Ingredients Summit	March 31 – April 1	Ingredients and Additives
Fenagra	May 12–14	Feed Ingredients
SIAVS	August 4–6	Animal Protein, Poultry, Swine, and Fish
Food Ingredients South America	August 4–6	Ingredients and Additives
PET South America	August 12–14	Pet Food

Source: FAS/Sao Paulo

Distribution Channels

Ingredients and additives are mostly brought into Brazil by a local importer, distributor, or food ingredient company (Figure 2). Large food processing companies also import directly.

Figure 1: Distribution Channels for Foreign Foods and Ingredients

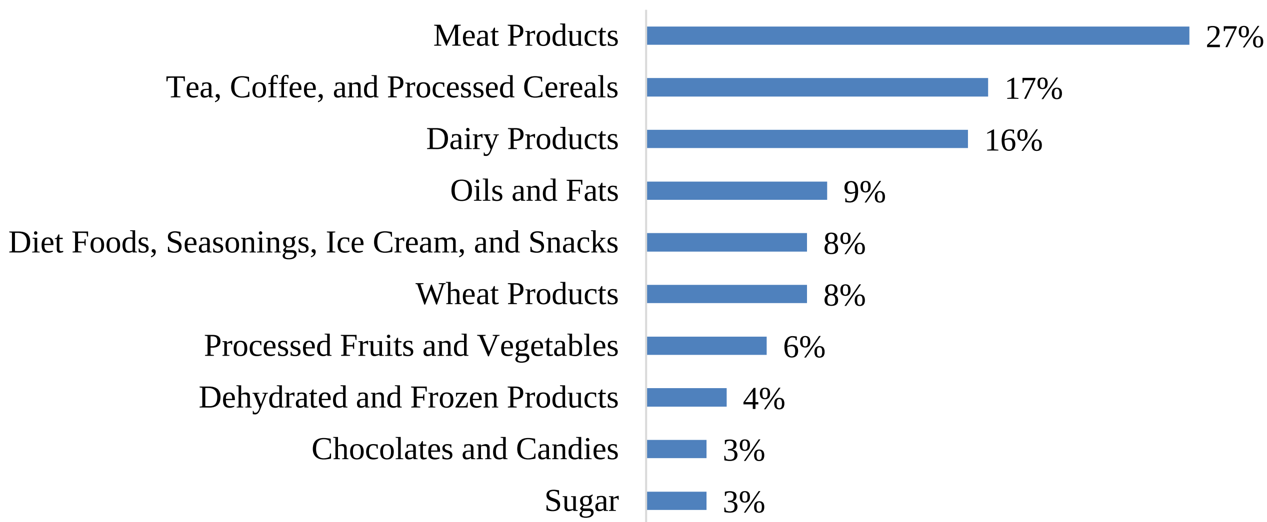


Source: FAS/Sao Paulo

Market Structure
he food ingredients sector, represented by Association of Food Ingredients and Additives (ABIAM), is closely tied to the broader food processing industry, which encompasses 42,000 companies, of which 93 percent are micro, small, or medium-sized companies. The food ingredients sector accounts for approximately 2 percent of food processing industry's total revenue.

Distribution channels for foreign-sourced ingredients, including those from the United States, primarily involve local distributors or specialized food ingredient manufacturers who handle imports and then supply Brazilian food processors. While large food processing companies may import directly for high-volume or strategic needs, most businesses rely on intermediaries for access to international products. Imported ingredients flow through these channels to processors, who incorporate them into final products distributed via wholesale, retail, and food service outlets

Chart 2: Share of Major Segments in the Brazilian Food Processing Industry by Gross Sales in 2023 (%)



Source: ABIA

Table 3: Largest Food Processing Companies Operating in Brazil

	Products	Origin
JBS	Meat Products	Brazil
Marfrig	Meat Products	Brazil
Ambev	Beer and Soft Drinks	Brazil
BRF	Meat Products	Brazil
Minerva Foods	Meat Products	Brazil
Nestlé	Food and Beverage Products, including breakfast cereals, coffee and tea, confectionery, dairy products, ice cream, frozen food, pet foods, and snacks	Switzerland
Aurora Alimentos	Meat Products	Brazil
Coca-Cola	Beverage Products	U.S.
Camil	Grains, Sugar, Canned Products	Brazil
Solar Bebidas	Beverage Products	Brazil

Source: ATO Sao Paulo using Valor Economico information

Sector Trends

Brazil closely follows global food trends and continues to explore innovative products and formulations in the food processing sector. Food manufacturers are increasingly focused on product reformulation and health-oriented innovation, which has led to growing demand for ingredients that support sugar, sodium, and fat reduction, as well as "clean-label" formulations. Brazilian consumers are also showing greater interest in products perceived as natural, which is encouraging the use of natural flavors, colors, and functional ingredients.

At the same time, the expansion of plant-based and alternative protein products has created new opportunities for ingredients that provide texture, flavor, and nutritional value in meat and dairy alternatives. Growth in convenience and value-added foods, such as snacks, ready-to-eat meals, and bakery products, is also driving demand for specialty ingredients that improve shelf life, stability, and sensory characteristics. These trends may create opportunities for U.S. suppliers of innovative and high-quality ingredients that help Brazilian manufacturers develop new products and respond to changing consumer preferences.

SECTION III. COMPETITION

Brazil is a major producer of many macro-ingredients, leaving little room for imports in many categories. However, the food processing sector that has developed to take advantage of this robust production and substantial population with growing demand for processed foods increases Brazil's demand for some micro ingredients and additives. China, several European countries, Mercosur countries and associates, and the United States are significant suppliers of these products. China is a strong supplier in commodity food additives, including antioxidants, food colorings, vitamins, and minerals, largely due to its competitive pricing and large-scale production.

European product pricing is generally comparable to that of the United States, with key European competitors including the Netherlands, Denmark, and Germany. These countries primarily export specialized ingredients that enable manufacturers to improve texture, stability, shelf life, color, and nutritional profile, among other functional properties. Their focus is on high-performance ingredients that help Brazilian food brands create better versions of everyday products. This is precisely where U.S. food ingredient exporters can play a significant role by offering their own advanced food technologies and innovative solutions to help Brazilian manufacturers innovate.

The table below shows products and product categories in which the U.S. is already a relevant player or has the potential to become one. However, it also can be seen how the competition environment can vary depending on the type of ingredient. Therefore, please contact ATO Sao Paulo for a more accurate analysis of competition for your food ingredients.

Table 4. Competition in Major Product Categories in 2025

Product	Total Imports (USD Million)	U.S. Imports (USD Million)	Major Supply Sources	Description
Milk Albumin	158,819	79,413	Argentina, Germany, Denmark	The United States is the main supplier of milk protein to Brazil, largely used in sports nutrition products. Domestic production is limited and does not meet the growing demand from the sports nutrition industry.
Wheat	1,587,900	25,221	Argentina, Uruguay, Paraguay	Brazil is not self-sufficient in wheat and relies mainly on Mercosur suppliers. U.S. wheat is primarily exported to the North and Northeast regions of Brazil.
Tree Nuts	235,049	42,183	Chile, Turkey, Iran	Hazelnuts are the main nut imported by Brazil. U.S. mainly exports almonds and pistachios. Almond demand has been stable, while pistachio imports have grown rapidly with consumer demand.
Hops	33,069	13,226	Germany	Brazil does not produce hops and

				relies heavily on imports, mainly for craft beer production. The market has stabilized after rapid growth, but U.S. suppliers could expand market share.
Cranberries	3,524	311	Chile	Chile dominates the market with about 88 percent share. Increased promotion of cranberry use in food products and its health benefits could support future growth.
Food Preparations	220,246	17,838	Netherlands, Argentina, Germany	Brazil imports a wide range of food preparations, including powdered or liquid mixtures, syrups, and other ingredients used by the food processing industry.

SECTION IV: BEST PRODUCT PROSPECTS

Table 5: Products Present in the Market with Good Sales Potential

HS Code	Product Description	Total Imports (USD)	U.S. Imports (USD)	Growth %	U.S. Share %
3502.20.00	Milk albumin concentrate	158,819,162	79,413,618	3.07	50.00
3302.10.00	Food/drink base mixtures	136,831,473	62,276,551	-0.34	45.51
3823.70.90	Industrial fatty alcohols	53,283,725	31,435,402	14.53	59.00
1302.13.00	Hop juices and extracts	30,916,388	26,482,740	7.33	85.66
0802.12.00	Fresh or dried shelled almonds	29,528,396	21,804,089	37.72	73.84
1001.99.00	Other protein substances	29,910,406	15,834,744	-5.85	52.94
1702.11.00	High-purity lactose	44,021,566	13,806,277	35.37	31.36
1210.20.10	Ground or pelletized hops	33,069,212	13,226,059	-4.54	40.00
0802.52.00	Fresh or dried shelled pistachios	19,588,815	13,192,111	26.15	67.35
2106.90.30	Dietary supplements	62,778,108	12,735,779	-0.12	20.29
0404.90.00	Other milk products	18,988,220	12,564,764	-9.26	66.17
3505.10.00	Modified starches	24,209,654	8,071,788	18.36	33.34
1001.19.00	Durum wheat	7,481,577	7,481,577	14.85	100.00
1302.19.99	Other juices and vegetable extracts	49,348,115	4,789,515	6.58	9.71
1516.20.00	Hydrogenated or inter-esterified vegetable fats/oils	36,861,320	4,013,172	52.37	10.89
1302.32.20	Guar gum thickeners	15,863,900	3,786,546	0.74	23.87

Table 6: Products Not Present in Market with Good Sales Potential

HS Code	Product Description	Total Imports	U.S. Imports	Growth %	U.S. Share %
0802.22.00	**Fresh or dried shelled hazelnuts**	83,381,239	12,463	26.21	0.01
0904.22.00	**Dried or powdered pepper and green bell pepper**	9,852,045	2,633	-10.70	0.03
0710.30.00	**Frozen or cooked spinach**	1,297,119	3,998	10.96	0.31

The food processing industry in Brazil is robust. According to ABIA, it comprises approximately 42,000 companies and processes 62 percent of the national agricultural output. The market is open because the industry relies on many imported inputs. Some products with good sales potential are present in small volumes, such as hazelnuts, as shown in the table below, but it appears that all products with market access are present in at least some volume in the market.

Products not Present Because They Face Significant Barriers

The food processing industry in Brazil is robust and relies on imported inputs. RDC 839/2023, a regulation issued by ANVISA, established the requirements for novel foods and ingredients (except food additives and processing aids), which includes a safety assessment and prior authorization before they can be marketed. Prospective exporters must provide a technical report in Portuguese describing the production process and toxicological safety of the process. This evaluation period has typically lasted between 12 and 18 months. Companies must also appoint a local representative, typically the importer, in Brazil to manage the registration process and ensure compliance with sanitary regulations. For more information, access 2025 Brazil FAIRS Report.

In 2025, ANVISA introduced a new procedure under IN 344/2025, that allows the agency to consider supporting documentation from foreign regulatory authorities, such as the U.S. Food and Drug Administration (FDA), in evaluating food-related petitions, which may expedite the review.

SECTION V: KEY CONTACTS AND FURTHER INFORMATION

Ministry of Agriculture and Livestock (MAPA)
Esplanada dos Ministerios, Bloco D
70043-900, Brasilia, DF
Phone: +55 61 3218-2510/2468
Website: www.gov.br/agricultura/pt-br

Ministry of Development, Industry, Trade and Services (MDIC)
Foreign Trade Secretariat (SECEX)
Esplanada dos Ministerios, Bloco B
70068-900, Brasilia, DF

Phone: (61) 2028-1224/1205
Website: www.gov.br/mdic/pt-br/assuntos/comercio-exteriorh

Ministry of Finance (MF)
Brazilian Customs (Receita Federal)
Setor de Autarquias Sul (SAS), Quadra 06, Bloco O- Edífico Órgãos Centrais
70070-917, Brasilia, DF
Phone: +55 61 3412-4155
Website: www.gov.br/receitafederal/pt-br

Ministry of Health (MS)
National Agency of Sanitary Surveillance (ANVISA)
Setor de Indústrias e Abastecimento (SIA), Trecho 5, Área Especial 57
71205-050, Brasilia, DF
Phone: +55 61 3462-6000
Website: www.gov.br/anvisa/pt-br

APPENDIX II: OTHER IMPORT SPECIALIST CONTACTS

Brazilian Food Processors' Association (ABIA)
Rua Butantã, 336, 3rd floor
05424-000, Sao Paulo, SP
Phone: +55 11 3030-1353
E-mail: abia@abia.org.br
Website: www.abia.org.br

Brazilian Food Ingredients and Additives Association (ABIAM)
Rua Hungria, 664, cj 51
01455-000 Sao Paulo, SP
Phone: +55 11 3034-3541
Email: abiam@abiam.com.br
Website: www.abiam.com.br

Please do not hesitate to contact the offices below for questions or comments regarding this report or to request assistance to export processed food products into Brazil:

Agricultural Affairs Office U.S. Embassy Av. das Nações, Quadra 801, Lote 3 70403-900 Brasília, DF http://www.fas.usda.gov	Phone: +55 61 3312-7000 Email: agbrasilia@usda.gov

U.S. Agricultural Trade Office U.S. Consulate General Rua Thomas Deloney, 381 04709-110 São Paulo, SP http://www.fas.usda.gov	Phone: +55 11 3250-5400 Email: atosaopaulo@usda.gov

Attachments:

No Attachments