



FRESCATTO
company



ABIPESCA

**Brazilian Market -
New consumer trends and
commercial opportunities**



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A photograph of various seafood items including fish, squid, octopus, and shellfish on a bed of ice. The text "WHO WE ARE" is overlaid in white, with a vertical line extending downwards from the end of the word "ARE".

WHO WE ARE



Associação Brasileira das Indústrias de Pescados (ABIPESCA) was created by the union of brazilian seafood processors that well understand Brazil's role to become a leader on the seafood global Market.

21 companies



FRESCATTO
company

2 brands

25.000 tons per year

800 workers

Established in 1944

11.000+ customers

5 commercial branches



An aerial photograph of Rio de Janeiro, Brazil, showing the bay, mountains, and city buildings. The text "A LITTLE TASTE OF BRAZIL" is overlaid in white, with a vertical line to its left.

A LITTLE TASTE
OF BRAZIL

Largest country in South America.

5th largest nation in the world in size.

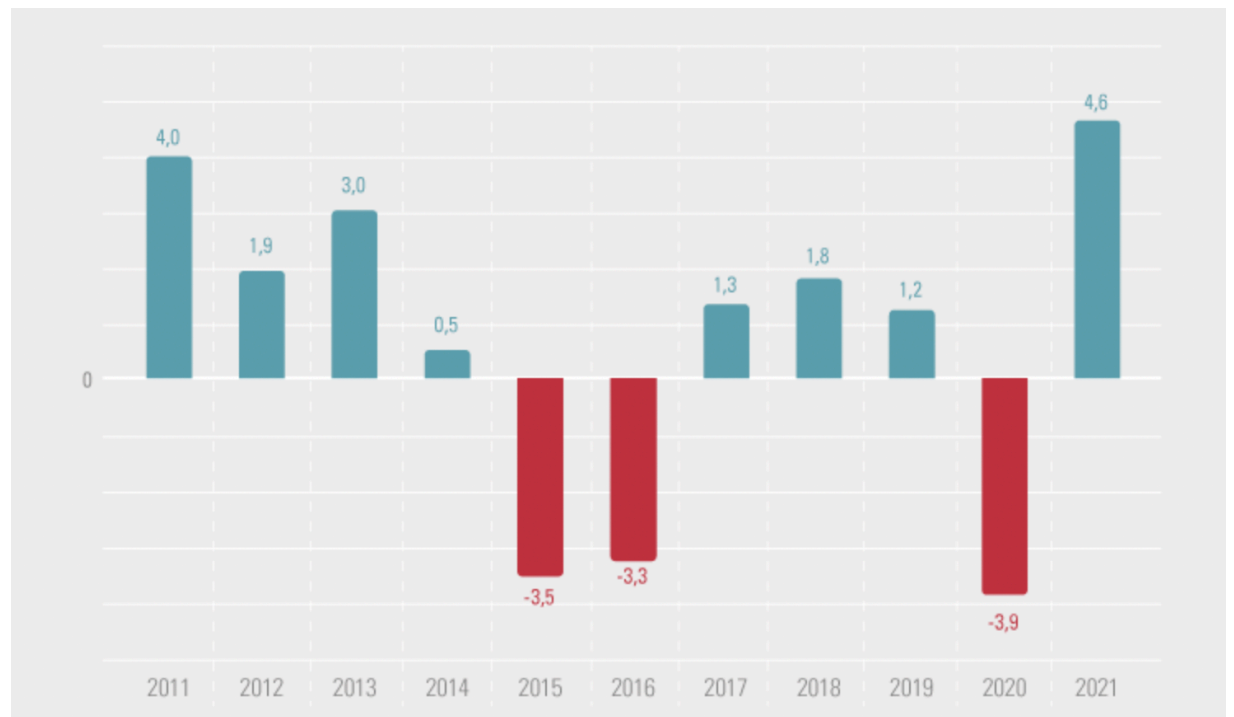
212 million people – 6th most populated country.

Among 10 biggest world economies.



GDP
annual
growth
rate:

2022: +2,7%



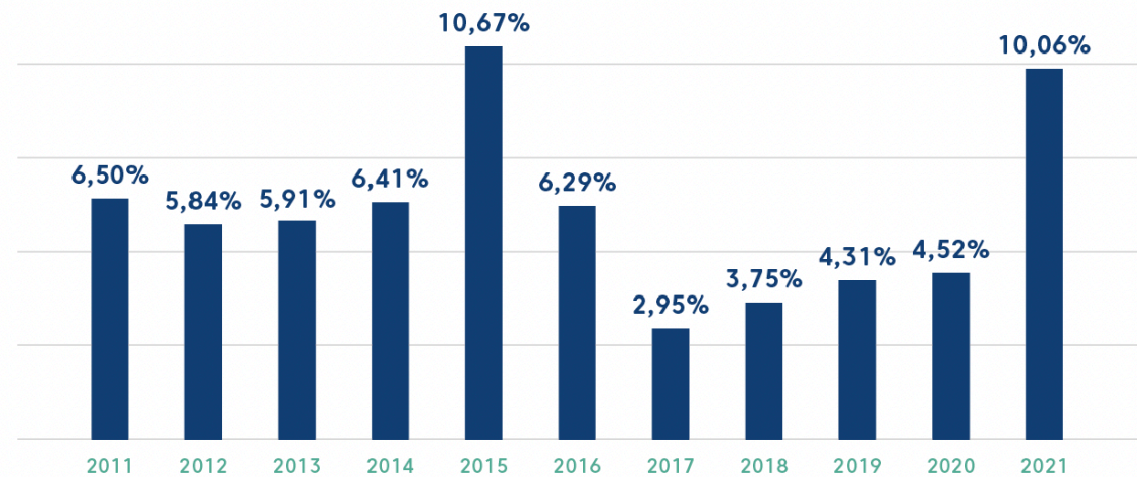
Currency Exchange



Inflation rates:

2022: +6,4%

2023: +4,5%



Acumulado IPCA 2011-2021: 91,5%

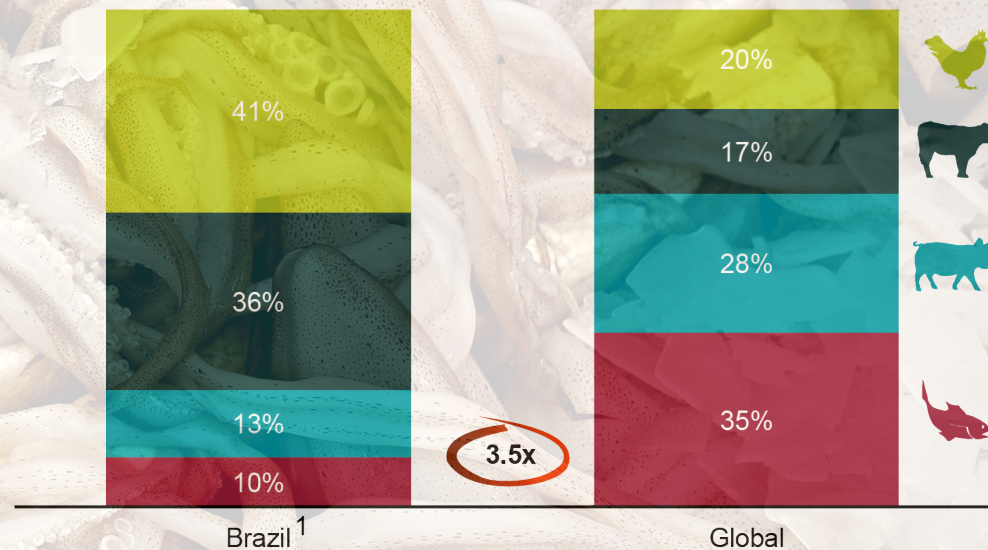
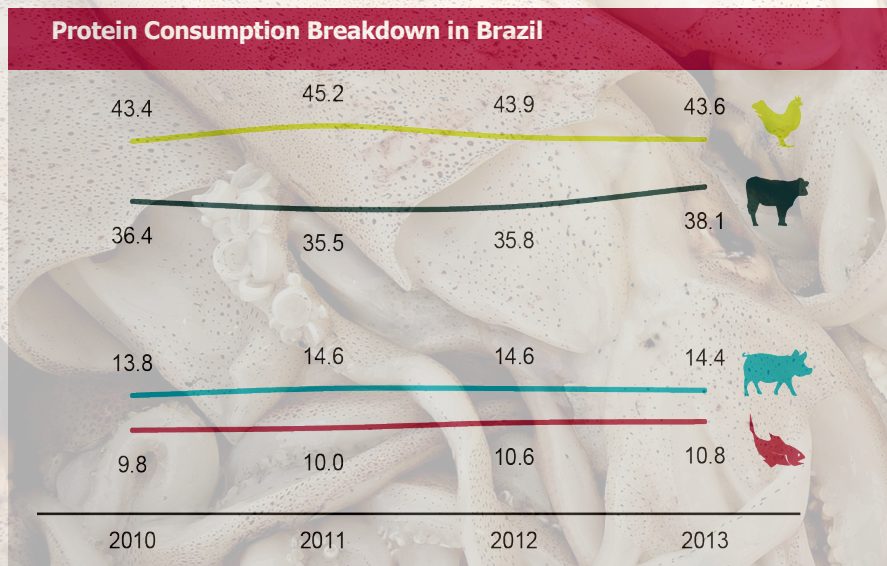
Fonte: IBGE

Food and beverage prices have risen over average inflation rate.

A photograph showing six fresh fish, likely mackerel, laid out in a row on a wooden surface. The fish are dark blue-grey with lighter underbellies and prominent eyes. A person's foot wearing a yellow sandal is visible in the bottom left corner. The text "SEAFOOD IN BRAZIL" is overlaid in white, centered over the fish, with a white horizontal line underneath it.

SEAFOOD IN BRAZIL

Seafood Consumption:



Still below global average of 20kg per capita



Opportunity for growth

Seafood Consumption:



Chicken Breast Fillets
(1kg)

R\$17,99/kg



Butterfly Sardines
(800g)

R\$ 27,37/kg



Hake fillets
(500g)

R\$ 57,80/kg

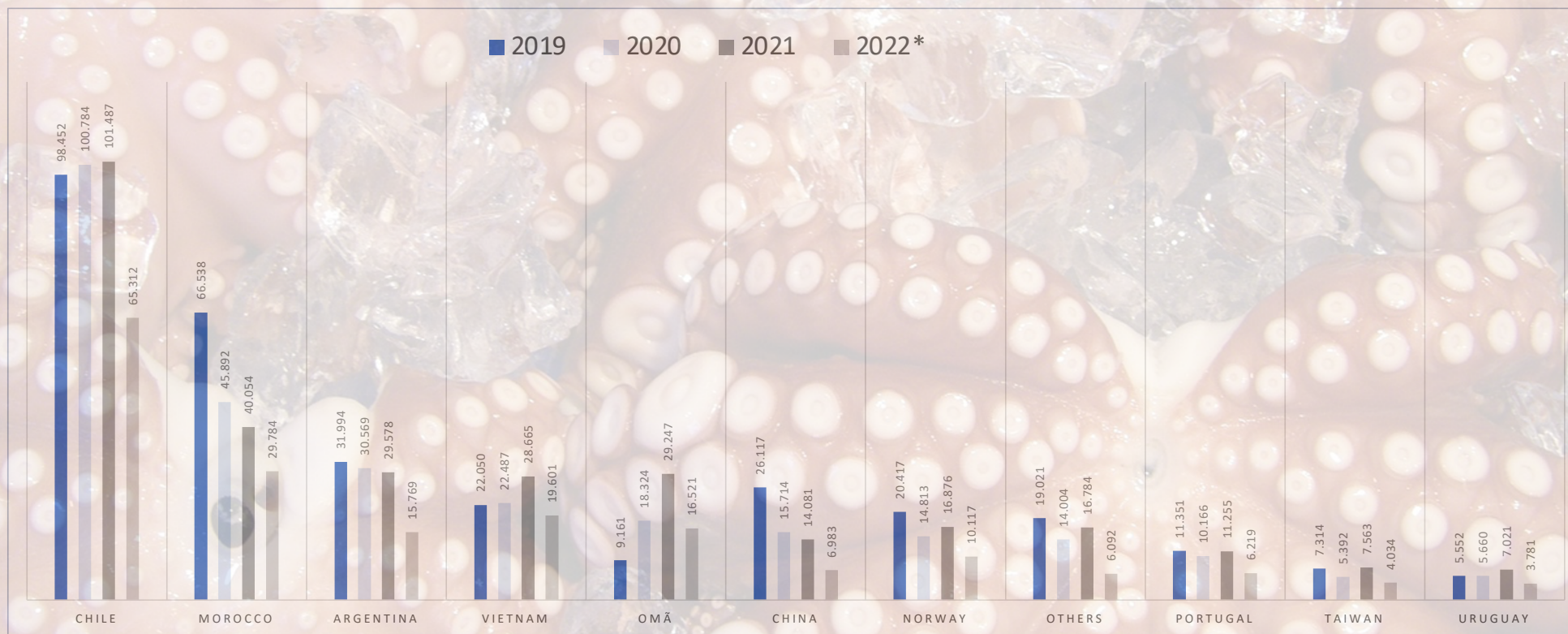
Total Seafood Imports:



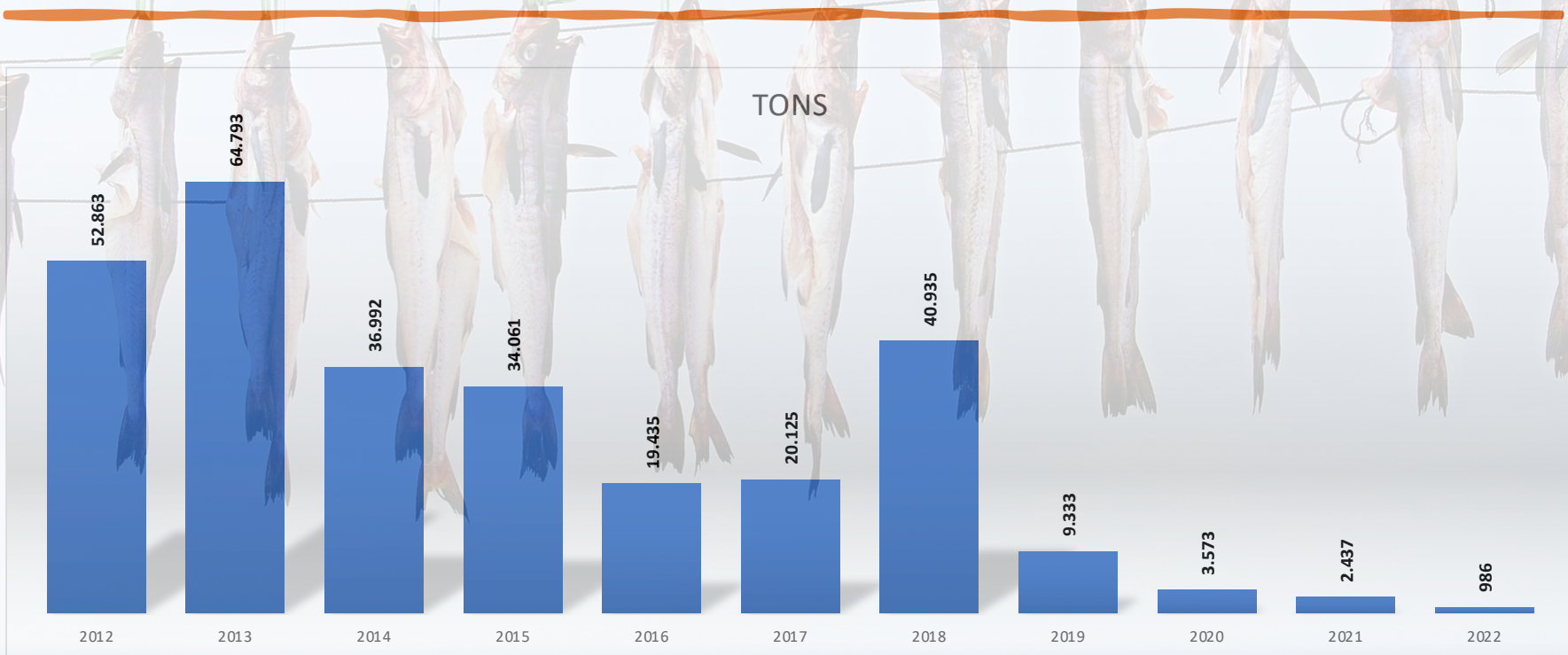
Imports - per product:




Imports - per origin:



Pollock Imports:





Final Thoughts

- Imports will always be part of Brazilian consumption in any economic scenario.
- A lot of opportunities for growth while seafood consumption is increasing.
- Large population – opportunities for different types of products, from simple to high-end.

A photograph of the Christ the Redeemer statue in Rio de Janeiro, Brazil, silhouetted against a sunset sky. The statue stands atop a mountain peak, with a thick layer of white clouds or mist partially obscuring the base. The sky is a mix of orange, yellow, and grey tones. In the foreground, the dark silhouette of a tree branch is visible on the right side.

Interested?

First steps:

- 1) Have your processing facility/vessel listed on the list provided to Brazil's MAPA (Ministry of Agriculture)

https://sistemas.agricultura.gov.br/pga_sigsif/pages/view/sigsif/consultahabilitacaoestrangeiro/indexEstabelecimentoEstrangeiro.xhtml

- 2) Register products on MAPA's PGA SIGSIF system. It's an online process.

<https://sistemasweb.agricultura.gov.br/pages/PGA-SIGSIF.html>



THANK YOU