

# 2025 Global Market Outlook

Opportunities and Trends in the  
Food & Beverage Sector



**NEXPAR**



## Executive Summary

As we step into 2025, the global food and beverage (F&B) sector is undergoing a profound transformation, driven by shifting consumption patterns, geopolitical disruptions, climate-related challenges, and the growing demand for sustainable and traceable products.

For companies in Brazil and Latin America, this new global landscape presents unique opportunities for growth, innovation, and international expansion.

According to the World Trade Organization (WTO), global trade in food and agricultural products rebounded significantly in 2023 and continued expanding through 2024.

Meanwhile, APEX Brasil (Brazilian Trade and Investment Promotion Agency) reports a surge in foreign demand for Brazilian food products, highlighting Brazil's competitive advantage in agricultural exports, biodiversity, and cost-effective production models.

This report offers a comprehensive outlook for 2025, identifying key markets, macroeconomic forces, and actionable insights for companies looking to position themselves as global players in the F&B sector.

# Macroeconomic Overview

## Global Demand Resilience

Despite inflationary pressures and geopolitical instability—especially the U.S.–China trade tensions—global demand for food and beverage products remains strong. According to the Food and Agriculture Organization (FAO), global food trade reached a record \$2.1 trillion in 2024 and is expected to surpass that in 2025.

Key Drivers:

- **Growing middle class in Asia and Africa**
- **Changing dietary preferences (plant-based, high-protein, clean label)**
- **Increased focus on health and immunity post-COVID**

## Geopolitical Realignments

Recent U.S. tariffs on Chinese goods, and China's retaliatory policies, have forced global importers to seek alternative sourcing strategies. This has opened space for Brazil to enter markets previously dominated by Asian suppliers.

APEX Brasil notes that Brazilian exporters gained ground in the U.S. and European Union in 2024, particularly in commodities like coffee, açaí, protein concentrates, and processed tropical fruits.

# Brazil's Strategic Role in Global Trade



## Agricultural Superpower

Brazil remains one of the world's top producers of coffee, soybeans, sugar, beef, and poultry. According to Embrapa and APEX Brasil:

- Brazil ranks #1 in global soybean exports
- 1 in 3 cups of coffee consumed globally originates from Brazil
- The country is now the 4th largest exporter of processed food in Latin America

Brazil's diversity of ecosystems and favorable climate, combined with its advancements in precision agriculture, make it a strategic alternative for international buyers.

# Brazil's Strategic Role in Global Trade



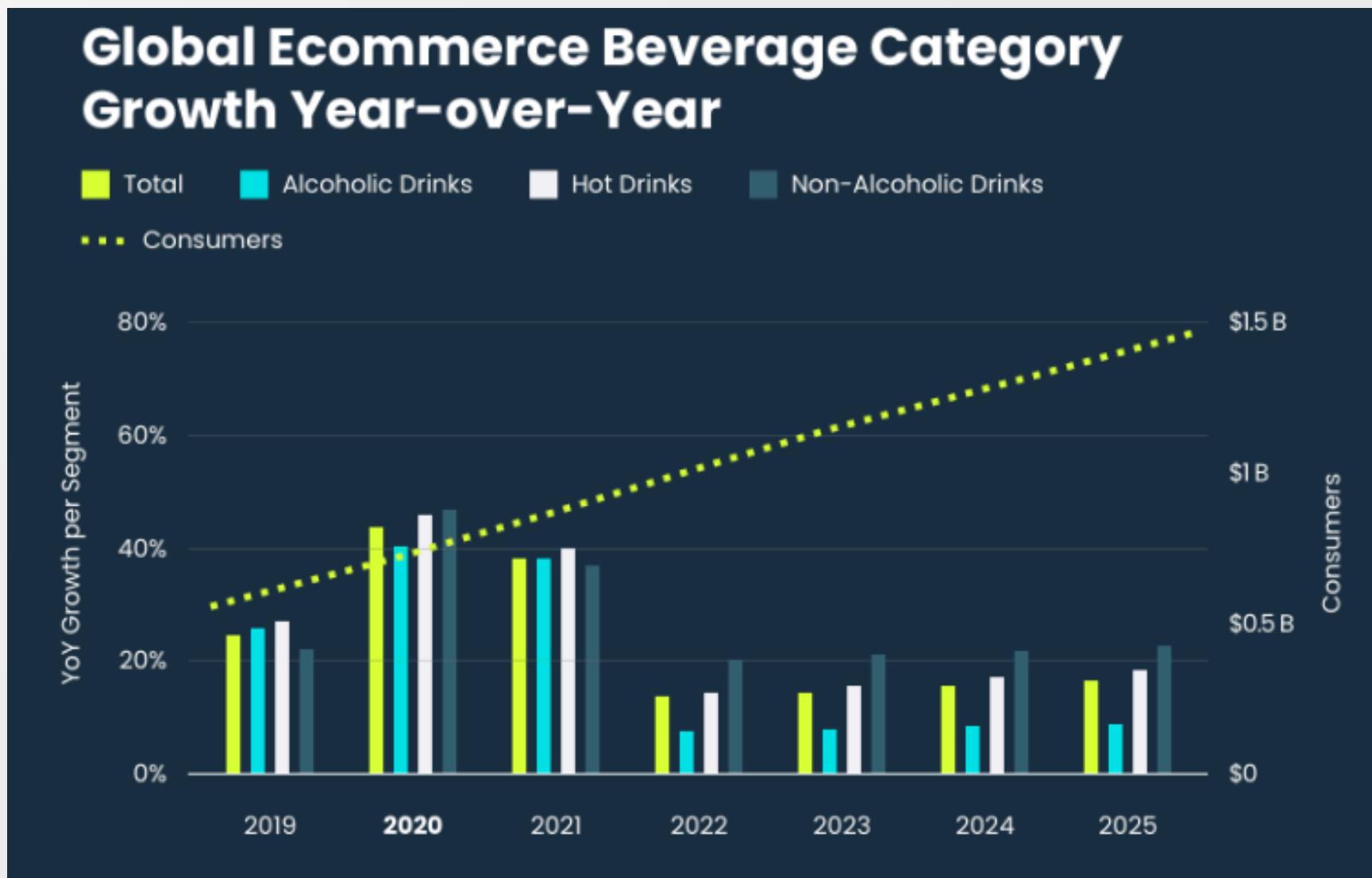
## Trade Agreements & Market Access

In 2024, Mercosur reinforced agreements with the EU and signed new trade deals with Middle Eastern and Southeast Asian nations.

This reduces barriers for Brazilian F&B exporters and enhances the international competitiveness of companies using full-service trade solutions like NEXBRIDGE.



## 2025 Market Trends



**A. Functional & Wellness Foods:** The global market for health-oriented foods is projected to grow by 8.2% CAGR through 2028 (Euromonitor). High-protein snacks, natural supplements, and functional ingredients like açaí and guaraná are in high demand.

**B. Clean Label & Traceability:** Consumers, especially in the EU and North America, are demanding transparency. Blockchain, QR code labeling, and digital traceability platforms are now essential.

**C. Alternative Proteins:** From pea protein to jackfruit-based meat alternatives, the segment is forecasted to hit \$24.8 billion by 2025 (Allied Market Research). Brazilian biodiversity offers an edge for developing novel products.

**D. Logistics & Supply Chain Automation:** Nearshoring and tech-driven fulfillment centers are transforming global logistics. Platforms like NEXBRIDGE provide strategic support by integrating customs, documentation, and compliance in one seamless solution.

# Target Markets for 2025

Region	Key Products in Demand	Market Insights
United States	Freeze-dried fruits, acai, protein powders	High demand for wellness products; navigating new tariffs with 3rd-party solutions
Middle East	Halal-certified meat, tropical juices	Favorable trade deals; logistics hubs in Dubai & Qatar
Europe	Organic coffee, clean-label snacks	High regulatory standards; ESG transparency required
Southeast Asia	Soy-based products, Amazon superfoods	Young, growing population; increasing Western consumption habits

## How NEXBRIDGE supports expansion?

As part of NEXPAR Trading, NEXBRIDGE provides a complete foreign trade framework designed to help Brazilian and Latin American businesses:

- Export their products under simplified models
- Navigate tariffs, duties, and regulations via third-party distribution
- Store and distribute internationally via U.S.-based hubs
- Access legal, customs, and logistics support under a single partner

**With geopolitical uncertainty and increasing demand, having a trusted operational partner is no longer optional—it's strategic.**

## Recommendations

- **Explore Alternative Markets:** Tap into emerging markets with growing demand.
- **Invest in Certifications:** Organic, Halal, Clean Label, etc.

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- **Enhance Product Traceability:** Add QR codes, blockchain tracking, and transparency tools.
- **Leverage Export-as-a-Service Models:** Partner with companies like NEXPAR Trading to simplify and scale.
- **Monitor Trade Policies Closely:** Use resources from WTO, APEC Brasil, and ITC (International Trade Centre).

## Final Thoughts

2025 represents a turning point for food and beverage exporters in Brazil. With global supply chains realigning and consumers prioritizing transparency, quality, and health, companies equipped with the right strategy—and the right partners—stand to grow exponentially.

**Don't watch global trade from the sidelines. Be part of it.**

**Talk to NEXPAR Trading today and explore our full-service export packages with NEXBRIDGE**

✉ Contact us: [info@nexpartrading.com](mailto:info@nexpartrading.com)

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