

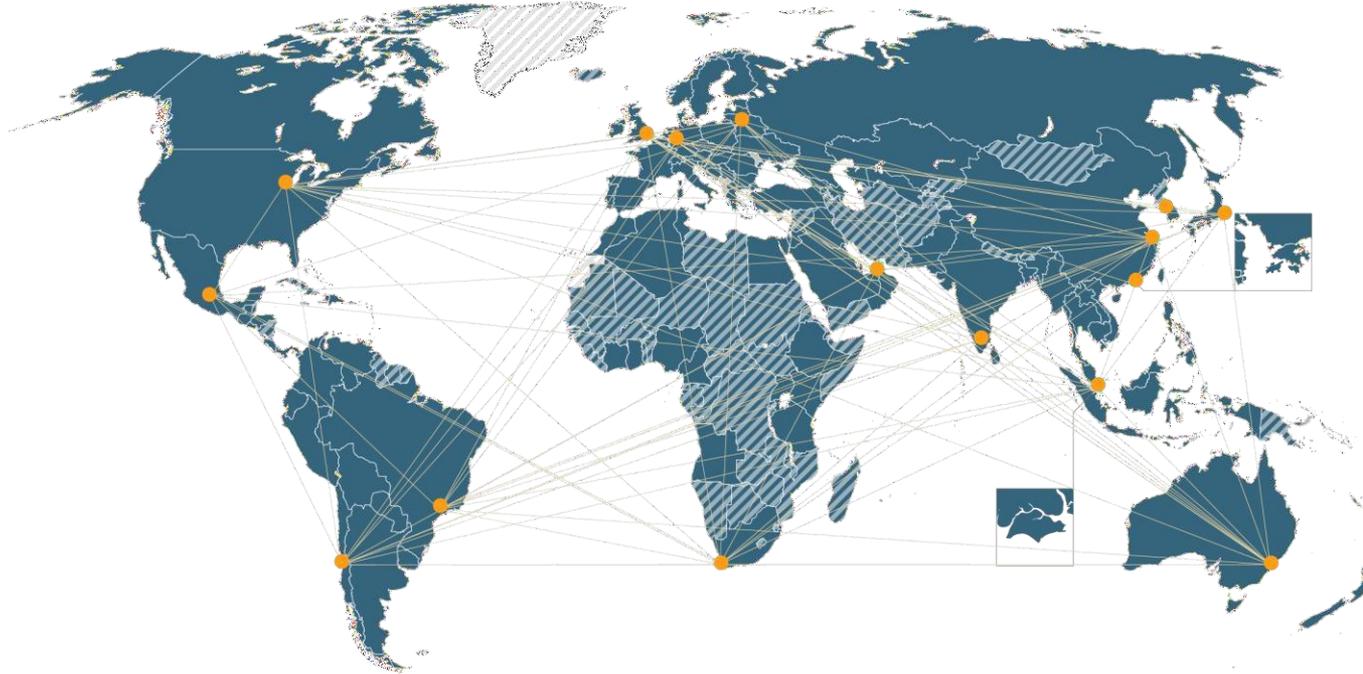
How Comfort and Wellness are Redefining Pulse Consumption in Latin America

A presentation by Euromonitor International

February 2026



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■ **100 COUNTRIES**

in-depth analysis on
consumer goods and
service industries

■ **210 COUNTRIES
+
AND TERRITORIES**

▨ demographic, macro- and
socio-economic data on
consumers and economies

About the speaker

Nik Allen

Global Insights Manager - Consumer Foodservice

Nik is the Global Insight Manager for Euromonitor's Consumer Foodservice system, providing guidance and narrative on global, local, and cross-industry teams as they relate to restaurants, bars, and cafes as well as food and beverage trends overall. In addition to sharing actionable insights within the foodservice landscape, he is interested in best practices in industry outreach, activating total portfolio for existing clients, and identifying product opportunities for potential commercial successes.

Nik comes to Euromonitor with years of experience in the foodservice and alcoholic drinks industries, focused on production, innovation and strategy. He translates his expertise in supplier, producer, and consumer trends in the beer industry to FMCG spaces overall.



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Current Market Reality and Future Outlook

- ✓ Beans are foundational in Latin American diets
- ✓ Yet consumption growth is slowing in most markets, channels

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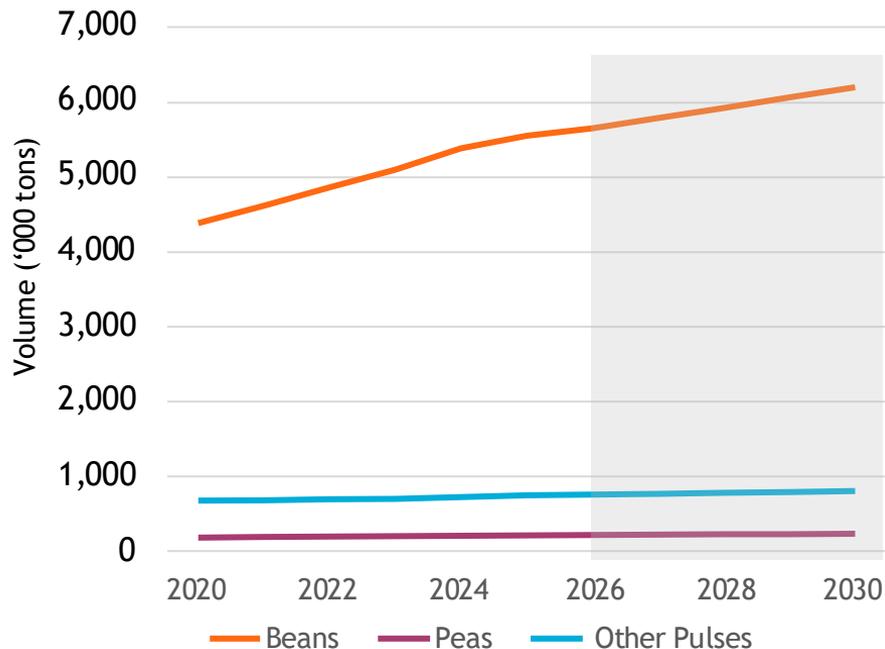
Drivers of Change

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Implications for the Industry

Beans continue to grow across Latin America but at a slower rate; peas and other pulses remain flat

Latin America Pulse Market Size (2020 -2030)



Growth Rates for Pulse Market Size in Focus Markets

	Historical CAGR ('20 - '25)	Forecast CAGR ('26 - '30)
 Peru	Beans	↓ 1%
	Peas	↓ 1%
	Other Pulses	↓ 1%
 Mexico	Beans	↓ 5%
	Peas	↓ 3%
	Other Pulses	↓ 2%
 Colombia	Beans	↔ 5%
	Peas	↑ 4%
	Other Pulses	↓ 4%

Brand dynamics continue shifting among manufacturers of shelf-stable beans

Leading Shelf-Stable Bean Brands (2025)

Mexico

Brand	Manufacturer	Market Share
 La Sierra	Sabormex SA de CV	26.3%
 La Costeña	Conservas La Costeña SA de CV	23.8%
 Isadora	Productos Verde Valle SA de CV	4.1%
Private Label	Productos Chata SA de CV	5.4%

- Leading brands have maintained share over the last 5 years while Private Label has grown

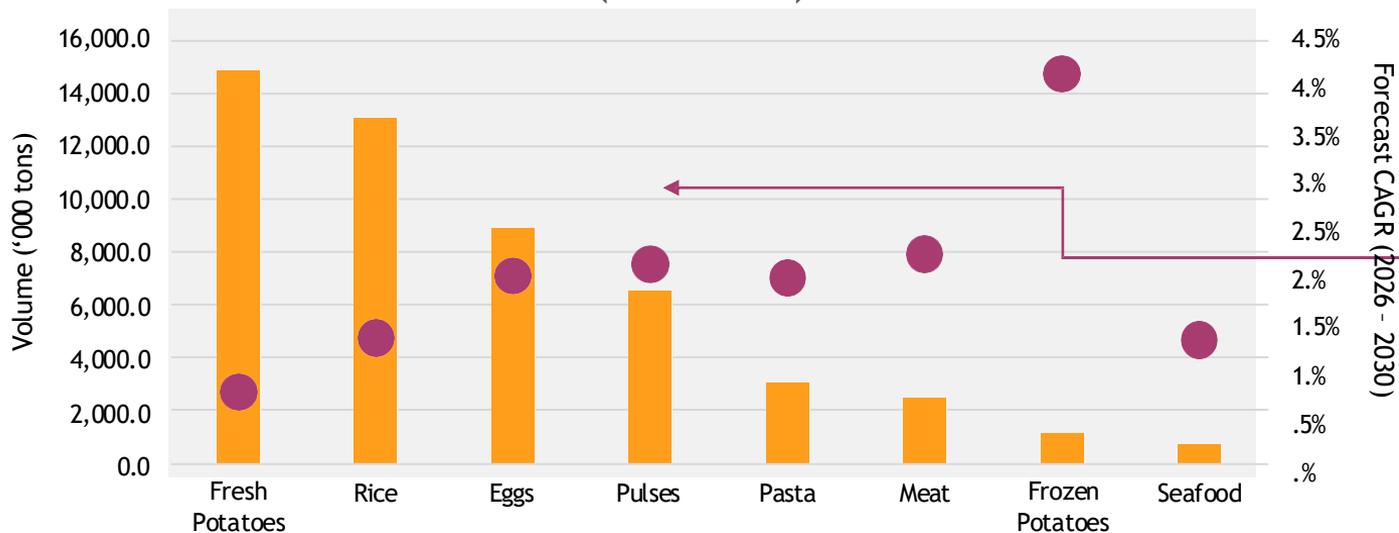
Peru

Brand	Manufacturer	Market Share
 Hoja Redonda	Camil Alimentos SA	82.7%
 Casa Verde	DanPer Trujillo SAC	2.9%
Private Label		2.5%

- Leading brand Hoja Redonda jumped from 75% in 2024 to 82.7% in 2025- La Frandosa

While pulse consumption is growing more slowly, it's on pace with other staples in the region

Market Size of Staples in Volume (2025) and Forecast CAGR (2026 -2030)



Pulses are among the most consumed staples but are growing slowly at **2.1%** on average, in line with other staples. Convenient, easy to prepare processed meat and frozen potatoes are growing the fastest

Source: Euromonitor Passport Data: Staple Foods Market Sizes and Forecasted Growth (202c)

Largest markets for pulses in Latin America are Brazil, Mexico, and Argentina in 2025

Market Size for Pulses in Latin America (2025)



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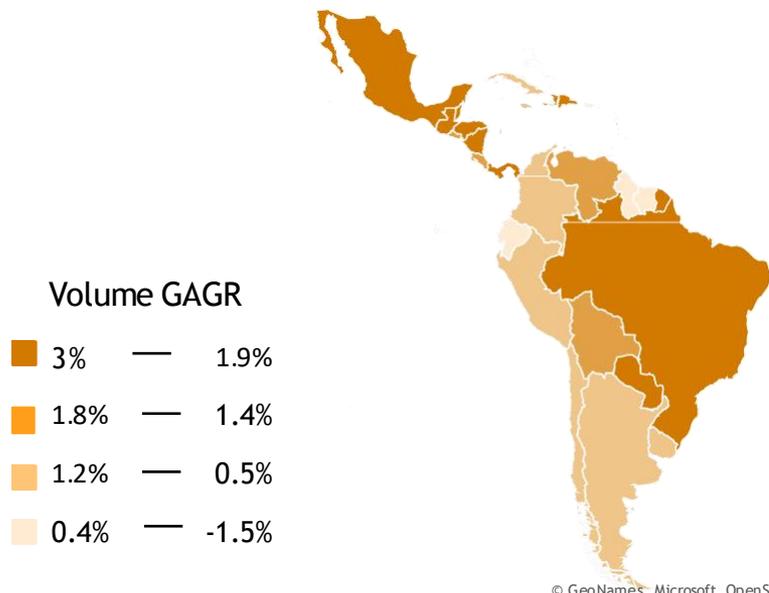
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Largest Markets for Pulses:

1. Brazil (3 mn tons)
2. Mexico (1.25 mn tons)
3. Argentina (1.05 mn tons)
4. Colombia (291,000 tons)
5. Venezuela (142,000 tons)

Most of the 5 fastest-growing markets for pulses in Latin America are in Central America

Growth Rate for Pulse Market Sizes
(2026 - 2030)



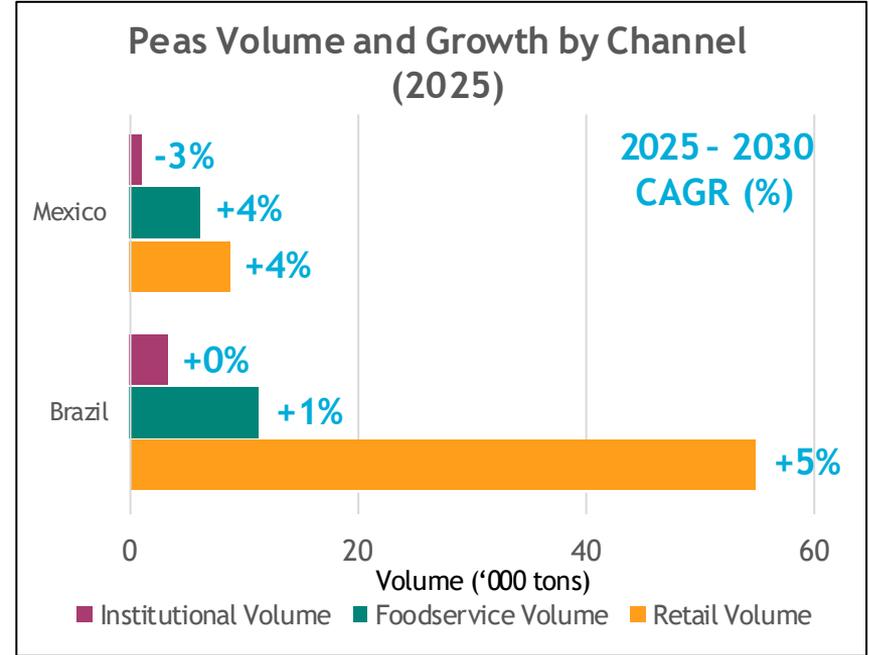
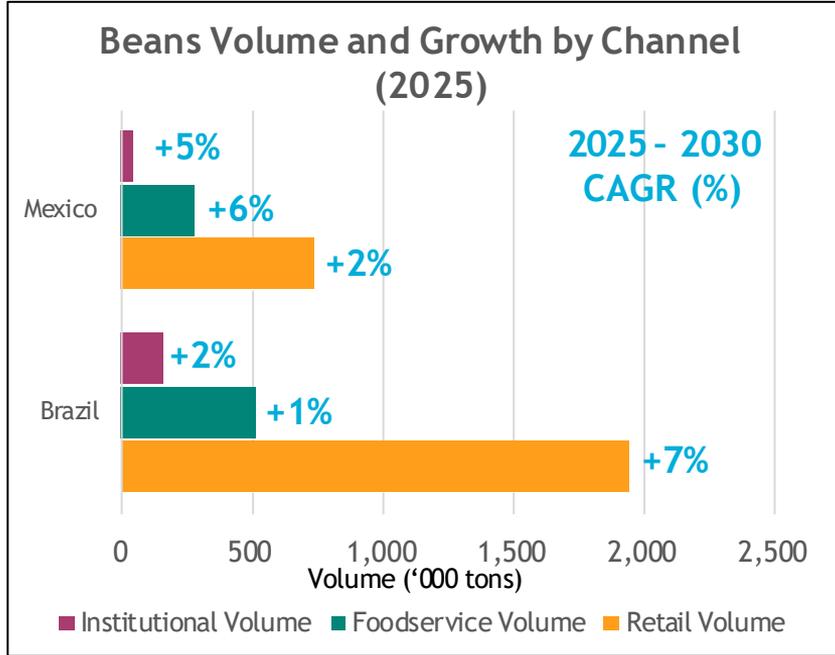
Fastest Growth Markets:

1. Honduras (3%)
2. French Guyana (3%)
3. Brazil (2.8%)
4. Guatemala (2.7%)
5. Belize (2.7%)

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Retail in Brazil and foodservice in Mexico are fastest growing channels for beans and peas



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Current Market Reality and Future Outlook

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Drivers of Change

- ✓ Consumer Shift #1:
Comfort Zone
- ✓ Consumer Shift #2:
Rewired Wellness

3

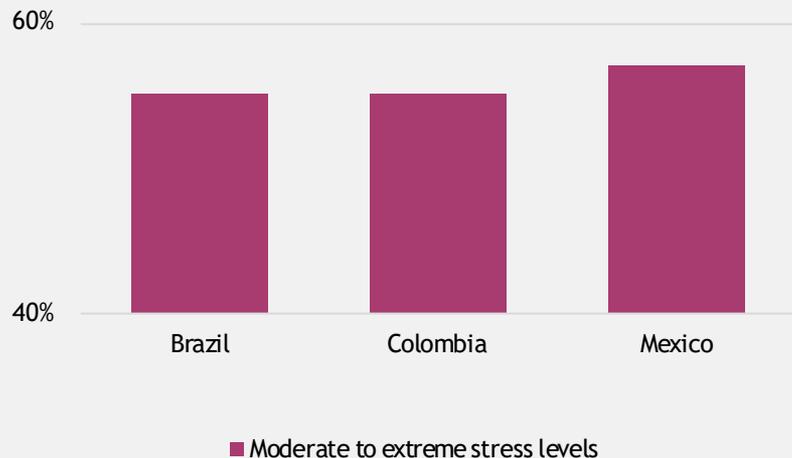
Implications for the Industry

Consumer Shift #1: *Comfort Zone*

Consumers are in protection mode in the face of surrounding chaos

The stress gap: High levels, low relief

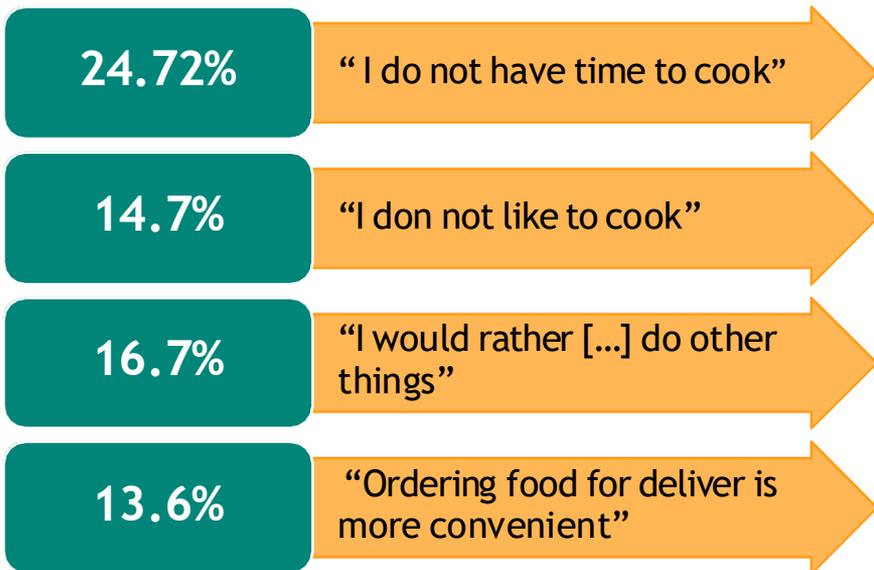
% of consumers who rated their typical stress levels on an average day \



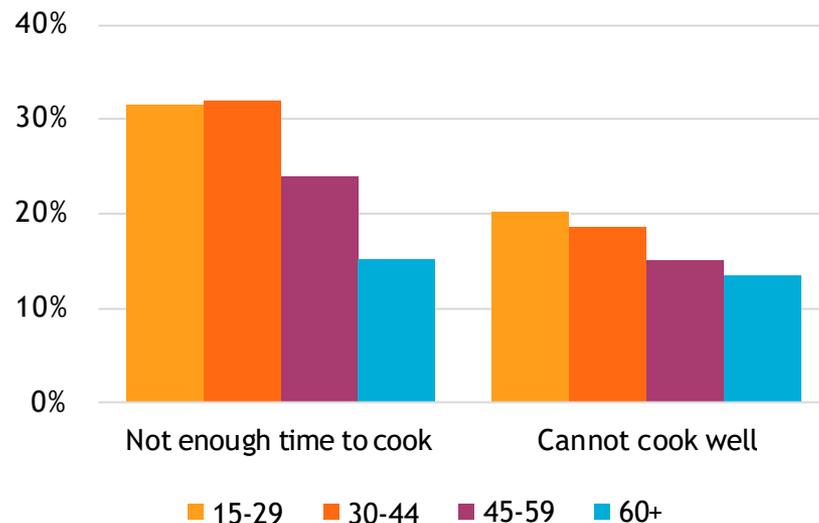
Source: Euromonitor International, Voice of the Consumer: Health and Nutrition Survey, fielded February 2025 (n=21,207)

Cooking reluctance is expected to keep growing, driving foodservice and low-preparation meals at home

Why are Latin American consumers reluctant to cook?



Top Two Barriers to Cooking by Age (2025)

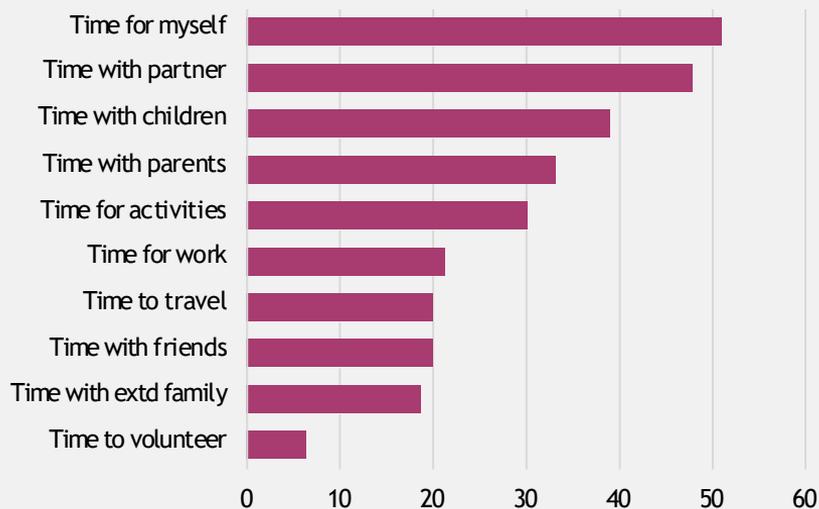


Source: Euromonitor Voice of the Consumer: Lifestyles Survey, fielded Jan to Feb 2025 (n=3,712) Argentina, Brazil, Chile, Colombia, Mexico, and Peru)

Consumers are willing to pay for convenience - quick nutrition

Priorities Ranked by Personal Importance 2025

% respondents ranked in top three priorities



Source: Euromonitor International, Voice of the Consumer: Consumer Lifestyle Survey, fielded February 2025 (n=40,207)

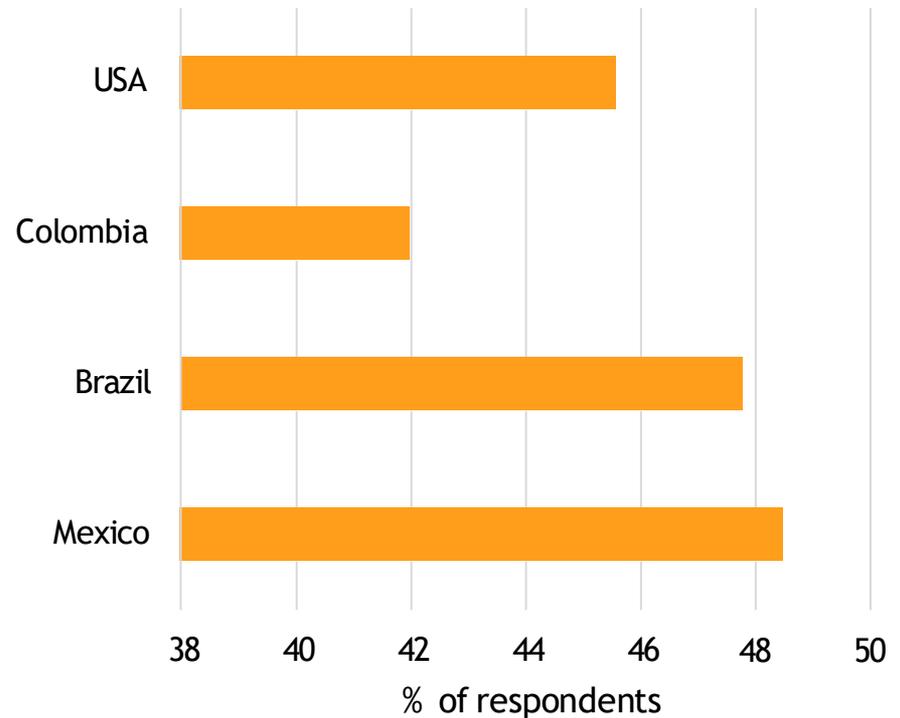
The screenshot shows the Costco Wholesale website interface. At the top, there is a navigation bar with the Costco logo, a search bar containing the text 'Comienza la búsqueda del tesoro en Costco', and links for 'Iniciar Sesión' and 'Carrito'. Below this is a blue banner with various departmental links like 'Departamentos', 'Grocery', 'Membresías', etc. The main content area features a product listing for 'Comfy Foods Chicharrín de Garbanzo 600g'. The product image shows a bag of chickpea fritters with the text 'Sabor Chipotle' and 'CHICHARRIN DE GARBANZO'. To the right of the image, there is a price section showing the original price of \$249.00, a discount of \$50.00, and a current price of \$199.00. There are also star ratings (4.3/5) and a 'Restricciones de Envío' section. At the bottom of the product page, there is a grey box with the text: 'Chicharrón de garbanzo horneado por su naturalidad vegano sin glutamato monosódico y gluten'.

Consumer Shift #2: Rewired Wellness

GLP-1s will reduce the appetite of tens of millions of people and require higher concentrations of fiber and protein

Pill forms, the expiration of IP protections on semaglutide, the development of new potent “multi-agonists” (“GLP-3”), and increasingly promising non-obesity usages will dramatically expand the impact of GLP-1s in the coming years.

% of adults who report wanting to lose weight (2025)



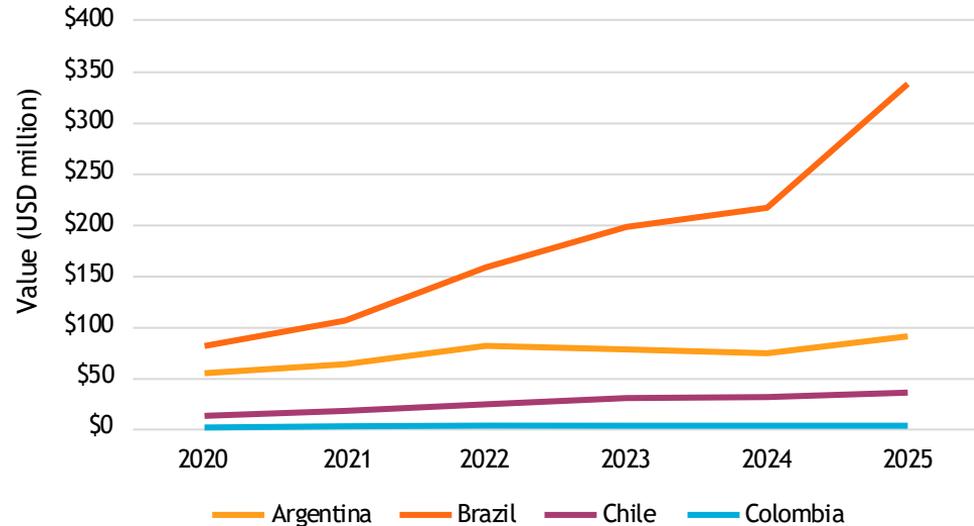
Source: EMI Voice of the Consumer Health and Nutrition

Meat and seafood substitutes face harsh criticism and plateauing sales

Meat s seafood substitutes face the strongest ultra-processed food (UPF) backlash: Unlike tofu, these products are widely criticized for ultra-processing; health was the main purchase driver at peak (37% of consumers in 2021)

Growth has reversed, prompting repositioning: After pandemic gains, sales have slowed in most Latin American markets for Processed Meat and Seafood Substitutes.

Retail Value Sales of Processed Meat and Seafood Substitutes (2020 - 2025)



Source: Euromonitor International Passport - Staple Foods

The Colombian experience suggests reformulation in future



Image source: [Unsplash.com](https://www.pexels.com/photo/colombian-food-plate-1000000000/)

Characteristic

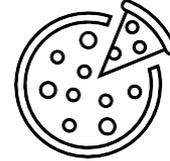
- In 2023, Colombia pioneered a “health tax” on UPFs which covers foods and beverages (but exempts “Colombian traditional foods”).
- The tax applies to foods with high sodium (over 1mg per kcal or ≥ 300 mg per 100g), $\geq 10\%$ of energy from sugars or $\geq 10\%$ of energy from saturated fats.

Context

- Drinks included are those with ≥ 5 -9g added sugar per 100ml (half the tax rate) and ≥ 9 g per 100ml (full tax rate).
- The food tax began at 10% in late 2023, increased to 15% in 2024, with a further increase (to 20%) in 2025. It joined front-of-pack warning labels.

Consequence

- In July 2025, the journal BMC Medicine published the results of a quantitative observational repeated cross-sectional study examining changes in UPFs’ nutritional profiles in Colombia (2015-2024).
- They found significant changes in sugar in drinks and salt in food, but little change in saturated fat levels.

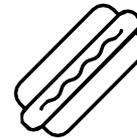


38.5%

of Colombians say they are trying to avoid processed foods

46.0%

Fall in median sugar content in beverages, 2015-2024*



26.0%

Fall in median sodium content in foods, 2015-2024*

Source: Euromonitor Voice of the Consumer: Health and Nutrition Survey, fielded February 2025, *<https://bmcmedicine.biomedcentral.com/articles/10.1186/s1251c-025-04215-7>

Vivera moves into "Protein Bites"



Characteristic

- In September 2024, Dutch company Vivera launched “Protein Bites”: Thai (made of 34% vegetables), TexMex (48%), and Green (61%).
- Ingredients include broad beans, garden peas, parsnips, cabbage, and onion; the bites have “a full amino acid profile” and a Nutri-Score of A.

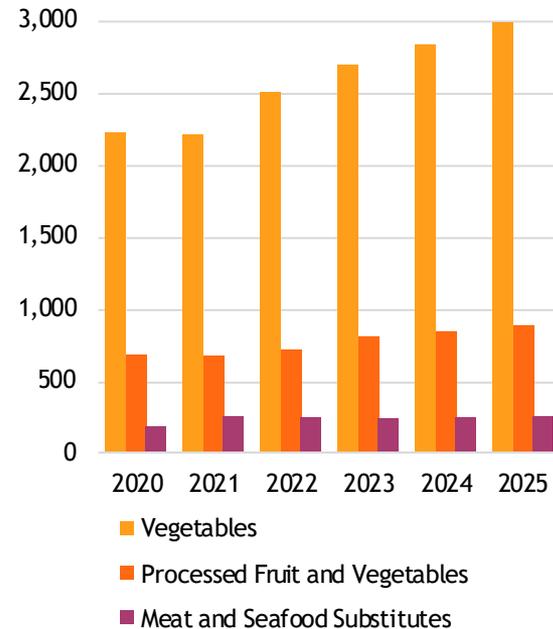
Context

- The launch came as consumers increasingly favour vegetable-led alternatives and reject ultra-processed meat substitutes.
- Marketing director Karin Lowik stated that the products were not a new meat substitute, but rather something to “enrich a meal” with protein.

Consequence

- A company press release stated, “The current range in the supermarket mainly consists of meat substitutes [...]. Vivera is launching a variation that does not have to resemble meat, made entirely from natural protein sources with vegetables, legumes and grains in the leading role.”

Retail Value RSP, Vegetables and Meat Substitutes in the Netherlands, 2020-25
EUR million



Source: Euromonitor International Staple Foods and Fresh Food

Image source: <https://vivera.com/viv-pt-product/garden-green-protein-bites/>

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Current Market
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Outlook

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Implications for
the Industry

- ✓ Focus on high-value, high-growth segments and markets
- ✓ Cater products and marketing to meet consumers new normal

Successfully incorporating consumer trend analysis into strategy planning: **Key steps**



Identify and prioritise trends for target bean or pulse markets



Assess the impact of each of the trends on specific pulses



Develop an innovation and sales pipeline balancing immediate and long-term opportunities



Monitor how consumers use of products is changing in new markets or segments

Implications:

- 1 How beans/pulses can fit in with UPF and GLP-1 fiber needs → Cater marketing and product development to meet needs
- 2 Target pockets of growth in Latin American- channels, countries, products
- 3 The issue is **not price or nutrition, its overall consumption.**
- 4 Category and market specific research to design and market product effectively to meet priority consumer needs

Thank you!



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