

# Brazil reaches 2026 with an agricultural sector adjusted to the new global and domestic economic reality

Jan 23, 2026

[Portal Fator Brasil - Articles](#)

3 Páginas

The year 2025 consolidated Brazilian agribusiness as a robust pillar of the national economy, ending the period with significant achievements that reinforce our productive capacity and global competitiveness. The sector achieved historic numbers: record exports of US\$ 169.2 billion (growth of 3% over 2024), a record harvest of 352.2 million tons of grains (increase of 17%) and the opening of 525 new markets since 2023. These results boosted the national GDP and were important for the control of food inflation, demonstrating that the Brazilian countryside continues to be the engine of economic development and food security in the country.

The productivity of the main crops reached unprecedented levels, with emphasis on soybeans, which registered a national average of 3,621 kg/ha, and corn, with a total production of 139.7 million tons, according to the National Supply Company (Conab). The diversification of the export basket should also be highlighted, with the increase in exports of unconventional products. The sesame trade, for example, totaled US\$ 195.1 million for China alone. Diversification demonstrates the sector's ability to reinvent itself and seek new market niches, reducing dependence on traditional commodities.

With all this good news for 2025, Brazil reaches 2026 with an agricultural sector adjusted to the new global and domestic economic reality. There are challenges, such as credit delinquencies, which have reached record levels. But financial pressure is spurring the industry to adopt more professional management practices, with a focus on operational efficiency, cost control and the use of technology to maximize yields per hectare.

The ability of Brazilian producers to adapt in the face of historical adversity gives us confidence that they will know how to navigate throughout 2026. Projections point to a more measured, but sustainable, growth in agribusiness GDP, estimated at around 1%, after expanding by 9.6% in 2025, according to CNA. The 2025/2026 harvest is expected to exceed 354 million tons, with emphasis on soybeans (projection of 177.6 million tons, +3.6%) and maintenance of record levels in meat production.

The international market, although it presents volatility in commodity prices, offers solid structural demand, especially in China, in the growing Asian middle class and in the expectation of the gradual implementation of the Mercosur-European Union agreement, provided that the requirements of sustainability and traceability are met.

The Mercosur-EU trade agreement represents a watershed moment for Brazilian agribusiness, creating the largest free trade zone in the world, with about 720 million consumers and a combined GDP of US\$ 22 trillion. The treaty offers access to the European market with a gradual reduction in tariffs for 95% of national goods, according to the Brazilian government.

In the domestic market, the expectation is for stability in supply. The trend of consumption for healthier, organic and certified origin foods creates opportunities for the sector to add value and develop short marketing chains. Agricultural e-commerce and digital platforms such as Ceesa Digital are democratizing the access of small producers to end consumers, expanding margins and reducing intermediation.

The fruit and vegetable segment deserves to be highlighted as an example of dynamism and adaptability. Exports rose in 2024 and 2025, as a result of the quality and diversity of Brazilian production, and the conquest of demanding markets. Products such as **mangoes**, melons, grapes, papayas, and apples have found specific niches, in which Brazil stands out for the combination of favorable climate, strategic export windows, and growing professionalization of the sector.

The healthy appeal of fruits and vegetables, combined with the global demand for fresh and nutritious food, positions produce as a high-potential segment for the coming years.

For 2026, the sector faces the challenge of balancing the expansion of the productive area with investments in technologies that minimize climate impacts.

Brazilian fruit and vegetables have all the conditions to expand their share in the global market, as long as they continue to invest in logistics, controlled storage and traceability, essential attributes to serve premium markets and comply with international health requirements.

In 2026, Brazilian rural producers remain at the center of the country's development, showing that work, technology and long-term vision transform challenges into opportunities and keep Brazil as a global agricultural power.

*Hugo Centurion, head of Ascenza Brasil, is an agronomist graduated from the Manoel Carlos Gonçalves Faculty of Agronomy, with an MBA in marketing from Fundação Getúlio Vargas (FGV), an MBA in Agribusiness Management: Strategy, Transformation and Technology from FIA Business School and a Negotiation and Persuasion course at Harvard Business School. He served as commercial head, business unit director, general manager, marketing and sales manager in multinationals in Brazil and abroad. Ascenza "A multinational reference in post-patent solutions in the crop protection sector, Ascenza has been operating in crop protection since 1965 with the aim of providing the best alternatives to customers, through a close relationship with distributors, farmers and technicians, with the mission of helping to feed the growing world population. The company is always developing remarkable skills and innovating to present the best solutions to the constant challenges of the market, with quality products, customized for different crops. The name Ascenza derives from the Latin word ascendere, which means to ascend, to grow, to rise, in line with our purpose of Cultivating the Future. Proximity, simplicity, agility and sustainability are commitments of the company, whose pillars are to take care of plants, people and the planet. ' <https://www.ascenza.com.br>*

La redistribución de esta información está estrictamente prohibida.  
Derechos autorales 2026 EMIS, todos los derechos reservados.  
Una compañía de ISI Emerging Markets Group