

Voluntary Report – Voluntary - Public Distribution

Date: March 13, 2026

Report Number: BR2026-0013

Report Name: The Global Acai Report

Country: Brazil

Post: Brasilia

Report Category: Avocado, Canned Deciduous Fruit, Dried Fruit, Fresh Deciduous Fruit, Fresh Fruit, Kiwifruit, Raisins, Stone Fruit, Strawberries

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Report Highlights:

In 2026, açai production in Brazil is estimated to reach 2 million metric tons (MMT), representing an 11 percent increase from the 2025 estimate of 1.8 MMT. Domestic consumption of Brazilian açai grew by approximately 15 percent annually. Total exports in 2025 reached 55,798 MT, remaining roughly unchanged from the previous year.

Açaí Production

Açaí is a dark purple berry native to the Amazon rainforest and primarily produced in Brazil. Known for its economic, nutritional, and cultural significance, açaí production is a vital agricultural activity concentrated in the Amazon region, especially in the states of Pará, Amazonas, and Acre. The açaí palm (*Euterpe oleracea*) thrives in the flooded plains and fertile soils of the Amazon, growing both wild and on cultivated farms. Industry forecasts the açaí market to expand by USD 1.26 billion between 2025 and 2029.

According to data from IBGE (Brazilian Institute of Geography and Statistics), national production increased by 20 percent over the past five years, reflecting a rising demand both domestically and internationally.

In 2026, açaí production in Brazil is projected to reach 2 million metric tons (MMT), representing an 11 percent increase from the 2025 total of 1.8 MMT. Official production figures from the IBGE are currently only available through 2024.

Figure 1

Main Açaí-Growing Regions in Brazil

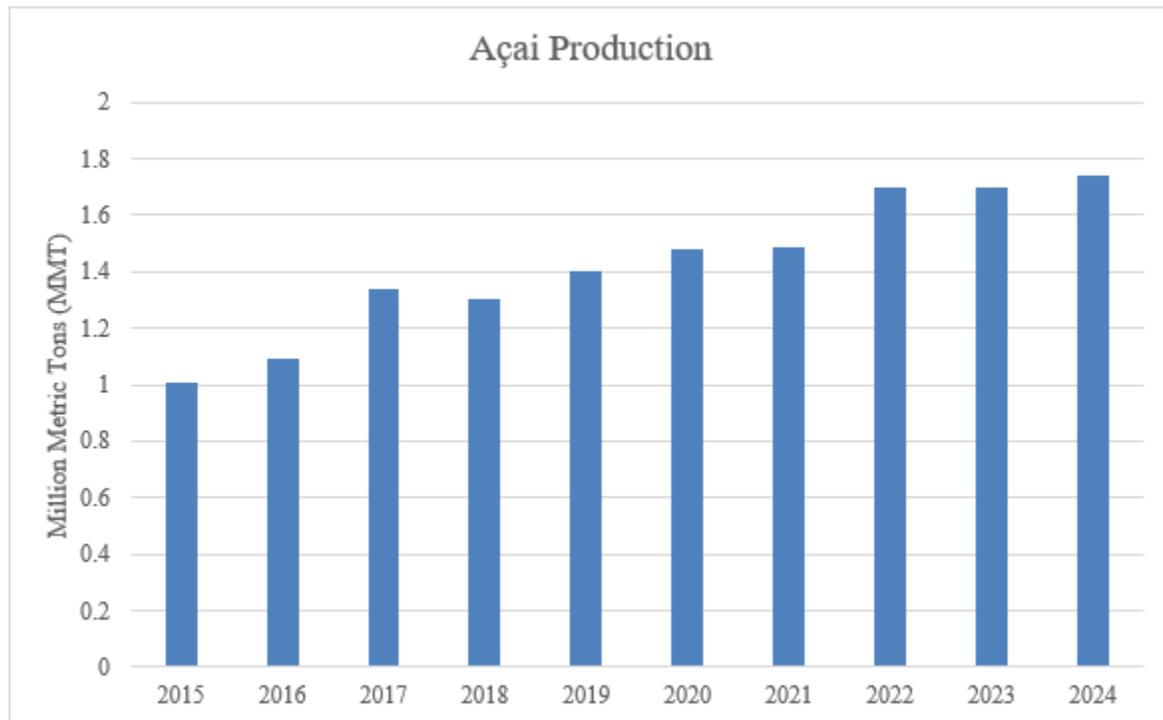


Source: IBGE 2024, map prepared by FAS Brasilia

Between 2015 and 2024, total production increased from one million metric tons (MMT) to approximately 1.7 MMT (million metric tons), an increase of 70 percent. Açaí production in Brazil grew due to its promotion as a healthy superfood, which increased demand both domestically and internationally, especially in the United States and Europe. This global interest led Brazilian companies to expand exports and diversify açaí products.

Figure 2

Açaí Production in Brazil 2015-2024



Source: IBGE 2024, map prepared by FAS Brasilia

According to Plant Extraction and Forestry Production (PEVS in Portuguese), the production value of açaí in Brazil surpassed BRL 1 billion (USD 186 million) for the first time, in 2024, up 46 percent from 2023.

Pará and Amazonas are Brazil's leading açaí-producing states. In 2024, Pará produced 1.6 MMT of açaí, while Amazonas produced 91,345 MT. Significant municipalities from Amazonas include Igarapé-Miri, Cametá and Abaetetuba. Several municipalities experienced slight decreases in production, but others including Mocajuba, Bagre, and Anajás experienced a large harvest.

Amapá emerged as a notable producer in 2024, producing 22,222 MT of açaí. The state has approximately 2 million açaí palms planted, with only 25-30 percent actively yielding fruit. Açaí harvested from wild sources remains strong, while cultivated açaí is increasingly exported or sold outside the local market.

In 2024, Bahia produced 5,264 MT, Ceará 609 MT, and Acre 129 MT. Acre is located in Brazil's North while Ceará and Bahia are in the Northeast region. Acre's production remains minimal, but Ceará is emerging as a growing producer despite inconsistent output in recent years.

Other states, including Roraima, Rondônia, and Maranhão, produced significantly smaller quantities of açaí in 2024, with outputs of 3,222 MT, 2,629 MT, and 2,252 MT, respectively.

Figure 3



Fresh açai berries transported by boat through the Amazon rainforest in Brazil.
Source not provided.

The planted area of açai in Pará totaled 252,012 HA in 2024, nearly 95 percent of the national total, based on data from IBGE. Amazonas is second with 8,183 HA, showing steady growth in planted area. Followed by Amapa (1,760 HA), Bahia (1,665 HA), Maranhao (551 HA) and Rondônia (358 HA).

Method of Production

The harvesting process involves collecting the ripe, dark purple berries directly from the trees. Harvesters typically use long poles with hooks or ladders to reach the high branches, ensuring the berries are picked at peak ripeness to maximize quality. When harvesting from the palm trees, açai growers cut high branches to prevent accidents. The açai industry leads to approximately 120,000 indirect jobs across Brazil.

Figure 4



A harvester climbing a palm tree in search of açai.
Photo credit: Fábio Sian Martins / Embrapa Amapá

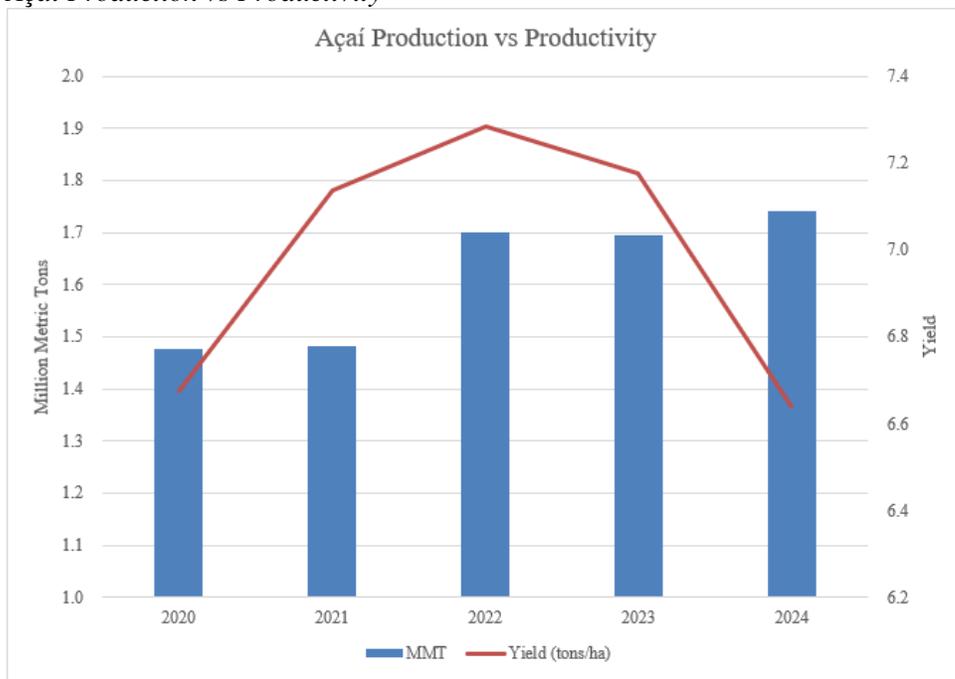
After harvesting, the açai berries are transported to processing facilities where the pulp is extracted. This pulp is then either sold fresh or processed further into frozen pulp, which is a staple in both domestic consumption and export markets. The process involves removing the seeds and either drying or freezing the pulp to preserve for longer periods.

During the first half of each year, açai is only harvested in the northern region of the country, where it is cleaned, washed, and the seed is separated to produce biomass for energy generation. The açai loses quality if not harvested within 48 hours.

For the highest level of quality, the açai fruit must be processed within 12 hours of harvesting. Açai is highly perishable and prone to oxidation, which can lead to a loss of its nutritional properties, imposing logistical challenges.

According to Post contacts, 90 percent of the harvest occurs during a period commonly referred to as the "100-day season." Typically, the commercial harvest begins in August or September and lasts until November or December. While açai can technically be cultivated year-round, harvesting outside this main season is not commercially viable, since açai is scarce, very expensive, and of lower quality during off-peak months. Thus, açai is harvested during the main season, processed, and frozen to ensure availability during the off-season.

Figure 5
Açai Production vs Productivity



Source: IBGE, chart prepared by FAS Brasilia

The data presented in the graph indicate notable fluctuations in productivity, measured by yield (tons per hectare), over the five-year period. Yield rose from 6.7 in 2020 to a peak of 7.3 in 2022. However, by 2024, yield declined to 6.6, the lowest level recorded during this timeframe, even as total production continued to increase. Factors other than yield, such as cultivation area, contributed to the rise in overall production.

Research

Harvest is closely monitored by organizations including Embrapa (Brazilian Agricultural Research Corporation), Amapá Rural Development Institute (RURAP), and Pará State Secretariat of Agricultural and Fisheries Development (SEDAP) to ensure innovative practices. They assist harvesters by teaching techniques, including pruning and managing foliage to optimize sunlight exposure and fruit quality, as well as proper fertilization methods.

Research conducted by Embrapa found that planting açai trees in clusters alongside a smaller ratio of other tree species increased the production of açai year-round. This technique encourages the açai tree to produce fruit during the traditional off-season (*entressafra* in Portuguese) time of the tree. During the first quarter of the year, the off season creates significant challenges for local communities. Reduced supply during off-season time leads to higher prices and limited market availability.

In response to declining açai yields beginning in 2024 and driven by changes in climate patterns and monoculture practices, Embrapa developed innovative agroforestry techniques for native açai groves in floodplain forests. These methods integrate açai cultivation with other native species, promoting ecosystem health and sustainable production. This approach enhances nutrient availability and enables year-round fruit production resulting in increased productivity.

Another key innovation is Embrapa's genetic improvement program targets the high seasonality of açai production in the development of new açai varieties. Through this initiative, Embrapa developed the "BRS Pai d'Égua" variety, which yields 46 percent of its production during the off-season and 54 percent during the main harvest. This ensures a more consistent year-round supply, increases pulp yield, and supports earlier fruiting. As a result, rural producers, cooperatives, exporters, and consumers benefit from greater market stability and improved productivity.

New Law Elevates Açai to Brazil's National Fruit

Brazil designated açai as its new official national fruit under Law 15,330/2026, published in January 2026. The law aims to strengthen açai's global profile and updates previous legislation that recognized "cupuaçu" as the national fruit. According to Embrapa, this recognition is mainly symbolic, reinforcing açai's cultural and economic importance for Brazil and the Amazon region.

Production in Other Countries

Although Brazil accounts for 99.06 percent of global Açai production, Colombia is the second largest producer at 6,100 MT and includes 0.35 percent of global production. A small number of Açai trees are found native in Colombia and the land in the pacific region is suitable to expand production. The majority of the açai grown is not used for commercial production.

According to industry, the Peruvian açai market is seeking to increase production. In 2024, Peruvian exports of açai reached a record 313 MT. Despite growth, the Peruvian açai industry continues to face logistical challenges, as transportation and distribution infrastructure in the production regions remains limited, potentially impacting the timely delivery of perishable products to international markets.

Figure 6
Açaí Global Production



Source: IBGE and International Press Articles. Prepared by FAS Brasilia.

In northern Bolivia, the Porvenir Indigenous Peoples' community recently started açaí production by integrating traditional forest knowledge with modern techniques. With financial and technical support from the FAO's Forest and Farm Facility, the community formed the Association of Forest Producers to promote artisanal, small-scale production that conserves forest resources and builds on Indigenous expertise regarding açaí's health benefits.

Over the past three years, new equipment and an expanded processing plant have doubled pulp production from 50 to over 100 MT per harvest. The community is now constructing a solar-powered processing facility to further increase efficiency, convert açaí shells into compost, and recycle wastewater for irrigation.

In Venezuela, açaí production is minimal, only harvested in indigenous communities and consumed domestically. The country has an installed capacity to produce 30 MT of açaí pulp per month, though current production is around 6 MT, depending on demand and preparation during the off-season.

Consumption in Brazil

The rise in açaí production is driven by growing consumer demand for health-conscious and natural products. Known for its high antioxidant content, fiber, and essential nutrients, açaí became a prominent choice within the wellness market. Açaí is perishable and must be consumed fresh, so its pulp is typically processed and sold in frozen form to preserve quality and extend shelf life. The consumption of açaí in Brazil is deeply rooted in indigenous traditions and is now a staple food item across the country, especially among urban populations seeking authentic regional flavors.

Açaí is most prepared as a thick, purplish pulp that is often served chilled in bowls, known locally as "açaí na tigela" (açaí in a bowl). This dish is typically topped with various ingredients such as granola, banana slices, strawberries, and other fruits. Açaí is also incorporated into juices, smoothies, and desserts. It is widely consumed during breakfast or as a snack.

In recent decades, the popularity of açai surged beyond local consumption, becoming a global trend. The widespread availability of açai in markets, street vendors, and specialized cafes integrates its role in Brazilian dietary culture, making it both a symbol of regional identity and a sought-after food worldwide.

Data from Embrapa indicate that açai consumption in Brazil grows around 15 percent annually, generating revenues exceeding BRL 40 million (USD 7.5 million).

United States

The increase in health-conscious lifestyles and the growing interest in exotic and natural foods have further fueled the demand for açai products in the United States. Many U.S. consumers incorporate açai into diets through smoothies, bowls, and beverages, often emphasizing its health benefits and energizing properties. Retailers offer frozen açai pulp, powders, and supplements, making it accessible for home preparation.

Potential Implications of Acai Production Expansion

The expansion of açai cultivation may shift land use away from other valuable crops such as cassava, cupuaçu, and cocoa - commodities that are essential to the region's economy.

Açai production in the Amazon has traditionally depended on river transport - using canoes and boats. However, as the sector expands and exports rise, there is an increasing need for truck transportation to connect producers with processing centers and export hubs. Infrastructure such as ports and roads is critical for the competitiveness of the açai supply chain, given the fruit's high perishability. While the majority of açai is still transported by river, the expansion of the sector and its integration into national and international markets may increase demand for trucks and other logistics resources that are also used for other agricultural commodities. This dynamic may intensify competition for transportation infrastructure, particularly during peak harvest seasons, and could impact the efficient flow of other commodities throughout the region.

Trade

Brazil is the largest and most dominant player in the global market. Diversification of product types, such as purees, juices, and preserved forms, reflected in the graph, continue to resonate with global markets. The export of açai raw materials encompasses both frozen and processed frozen products.

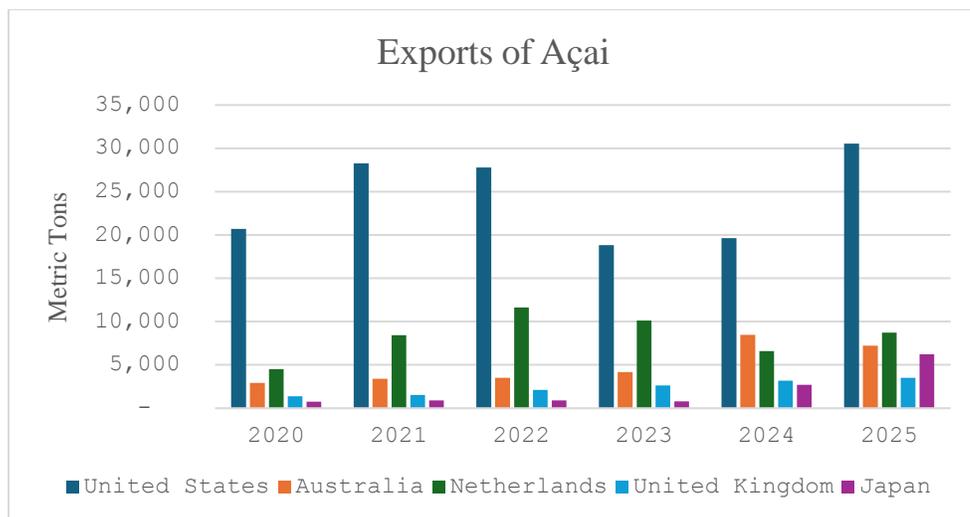
The HS (Harmonized System) codes used to classify Brazil's açai exports (20079921; 20089900; 20098990) globally encompass various forms, including açai in packs, cubes, or pails; açai sorbet; and puree of açai. As a result, the reported export figures for açai may vary depending on the specific product categories included.

Brazilian açai exports in 2025 totaled 55,798 MT. Exports to top five destinations have grown substantially from 2020 to 2025, which are the United States, Australia, Japan, the Netherlands and United Kingdom.

Export volumes to the United States show significant fluctuations, peaking at 28,249 MT in 2021 and 27,782 MT in 2022, followed by a notable decline to 18,816 MT in 2023. However, exports rebound in 2024 and surge to a record 30,531 MT in 2025, showing the U.S. market as the primary driver of Brazil's açai export growth.

Brazil açai exports to Australia show steady growth from 2,907 MT in 2020 to 4,181 MT in 2023. In 2024, exports doubled to 8,477 MT, before slightly decreasing to 7,238 MT in 2025.

Figure 7
Exports of Açai



Source: Comex Stat, chart prepared by FAS Brasilia

Exports to the Netherlands increased by 93 percent between 2020 and 2025. In 2020, Brazil exported 4,516 MT to the Netherlands and 8,718 MT in 2025. However, this growth shows significant volatility, with exports peaking at 11,629 MT in 2022 before declining to 6,595 MT in 2024. As a European gateway, Netherland import volumes reflect shifting regional demand and re-export dynamics rather than domestic consumption alone.

Exports to the United Kingdom increased by 152 percent between 2020 and 2025. In 2020, Brazil exported 1,396 MT to the United Kingdom and 3,525 MT in 2025.

In 2020, Brazil exported 769 MT to Japan and 6,244 MT in 2025, a 712 percent increase. This represents the most substantial growth among major markets, indicating rapidly growing interest in açai among Japanese consumers.

Purees of Açai

The United States remains the leading importer of Brazilian açai purees, with exports rebounding in 2025 after experiencing a brief decrease. French Guyana, Canada, Chile, and Australia represent smaller but growing markets, with notable increases in the last two years.

Exports to the U.S. show significant year-to-year variation, starting at 67 MT in 2020, peaking at 134 MT in 2021, then dropping to 33 MT in 2022. After this decrease, exports steadily increased, reaching 64 MT in 2023, 89 MT in 2024, and 120 MT in 2025.

Attachments:

No Attachments.