

# Weekly Report

#Week 11

## National Fish Observatory





# INTRODUCTION

## Business Intelligence Applied to the Brazilian Retail Market

The JubartData weekly monitoring tracks the evolution of fish prices in the Brazilian retail market through a structured panel of stores, retail chains, and products distributed across the country. The report aims to provide an objective overview of the price movements observed during the week, highlighting the behavior of the main species marketed in Brazil.

In this edition, the results were built from the analysis of thousands of records collected across hundreds of monitored stores. The report presents the central range of the price distribution, represented by the indicators P25, median, and P75, allowing a more precise identification of the price range where most offers in the market are concentrated.

The weekly analysis allows observation not only of the direction of price changes, but also of regional dispersion and differences between product formats—elements that often reveal competitive adjustments in retail before broader market movements occur.



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# Salmon



Salmon monitoring consolidated 6,283 records across 378 stores, with a median assortment of 3 SKUs per store, a pattern typical of the Brazilian retail category where portfolios concentrate on a few main formats. Price levels remain highest in the North and Northeast regions, reflecting logistical costs and distinct supply structures in the Brazilian market.

**Table 1.** Price Indicators – Whole and Filleted Salmon.

Presentation	Preservation	Current Week Price	P25 - P75	% Change vs. Previous Week
Whole	Frozen	R\$54.99	R\$54.99 - R\$65.98	-6.78
	Fresh	R\$99.99	R\$89.90 - R\$189.90	0.15
Fillet	Frozen	R\$122.36	R\$108.41 - R\$147.44	2.14
	Fresh	R\$64.99	R\$58.69 - R\$69.99	11.30

**Table 2.** Median price and regional variation of salmon.

Region	Current Week Price	% Change vs. Previous Week
North	R\$145.79	2.60
Northeast	R\$158.93	16.65
Central-West	R\$135.80	1.52
Southeast	R\$117.90	0
South	R\$103.20	1.63

# Cod



Cod monitoring gathered 6,158 records across 358 stores, with a median assortment of 3 SKUs per store, maintaining the characteristics of a market highly segmented by species and cut formats. Retail cod prices showed stability among the main species, with punctual adjustments in substitutes and regional variations, with the North remaining the region with the highest price levels.

**Table 3.** Price Indicators – Cod Loin and Split Cod.

Presentation	Preservation	Current Week Price	P25 -P75	% Change vs. Previous Week
Loin	Cod (Generic)	R\$164.90	R\$156.76 - R\$226.50	-1.54
	<i>Gadus morhua</i>	R\$199.88	R\$187.42 - R\$234.90	0
	Pacific Cod - <i>Gadus macrocephalus</i>	R\$259.90	R\$239.90 - R\$259.90	0
Split	Saithe - <i>Pollachius virens</i>	R\$72.99	R\$71.99 - R\$72.99	11.88
	Zarbo - <i>Brosme brosme</i>	R\$79.90	R\$79.90	6.68
	Pacific Cod - <i>Gadus macrocephalus</i>	R\$84.89	R\$84.89	0
	Ling - <i>Molva molva</i>	R\$99.90	R\$99.90	0
	Cod (Generic)	R\$129.90	R\$129.90	0
	<i>Gadus morhua</i>	R\$199.90	R\$199.90	0

**Table 4.** Median price and regional variation of cod.

Region	Current Week Price	% Change vs. Previous Week
North	R\$237.50	4.40
Northeast	R\$192.40	8.68
Central-West	R\$167.90	0
Southeast	R\$164.90	0
South	R\$211.58	4.49

# Tilapia



Tilapia monitoring this week gathered 15,255 records across 380 stores, with a median assortment of 6 SKUs per store, indicating stability in product availability within the category. A significant price gap remains between frozen fillets and breaded fillets, reflecting different positioning strategies between fresh products and processed items. Regionally, the most pronounced movements were observed in the South (+11.11%) and Northeast (+9.89%), while the Southeast showed a slight decline, suggesting a nationally stable market with localized adjustments driven by regional supply dynamics and retail competition.

**Table 5.** Price Indicators – Tilapia Fillet.

Presentation	Current Week Price	Minimum and Maximum Prices	% Change vs. Previous Week
Frozen Fillet	R\$62.45	R\$57.47 - R\$75.16	2.18
Breaded Frozen Fillet	R\$78.72	R\$74.72 - R\$97.25	1.19

**Table 6.** Median price and regional variation of tilapia.

Region	Current Week Price	% Change vs. Previous Week
North	R\$58.47	0.00
Northeast	R\$67.97	9.89
Central-West	R\$67.25	0.00
Southeast	R\$63.54	-1.87
South	R\$66.85	11.11

PREPARED BY:

# JUBART DATA

The systematic monitoring of fish prices helps to understand not only the average price levels observed in retail, but also the market's competitive structure. Differences across product formats, regions, and levels of price dispersion often signal changes in commercial dynamics before they become visible in aggregated indicators.

In this context, the weekly report functions as a rapid market reading tool, offering a consolidated overview of movements observed for each species. Analyzing the central price range allows trends to be identified more accurately and reduces distortions caused by isolated promotions or occasional offers.

In the more advanced analytical modules of the JubartData system, the same databases are explored with greater granularity, incorporating additional indicators such as price extremes, competitive dispersion, and positioning by retail chain and region, further supporting commercial decision-making across the fish supply chain.

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