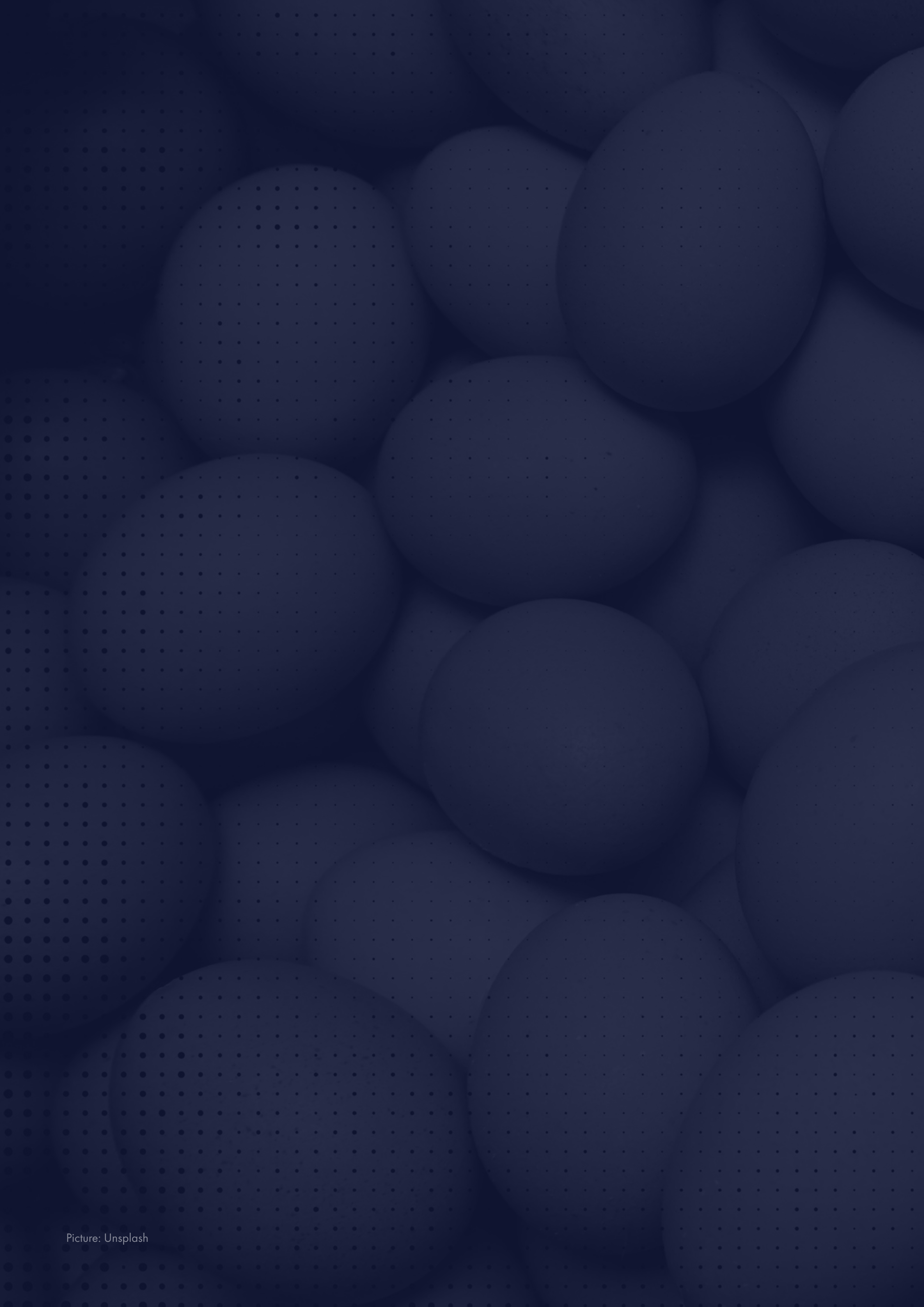
egg watch

2026 | 3rd EDITION

Transparency and progress of the cage-free transition in the Brazilian supermarket sector

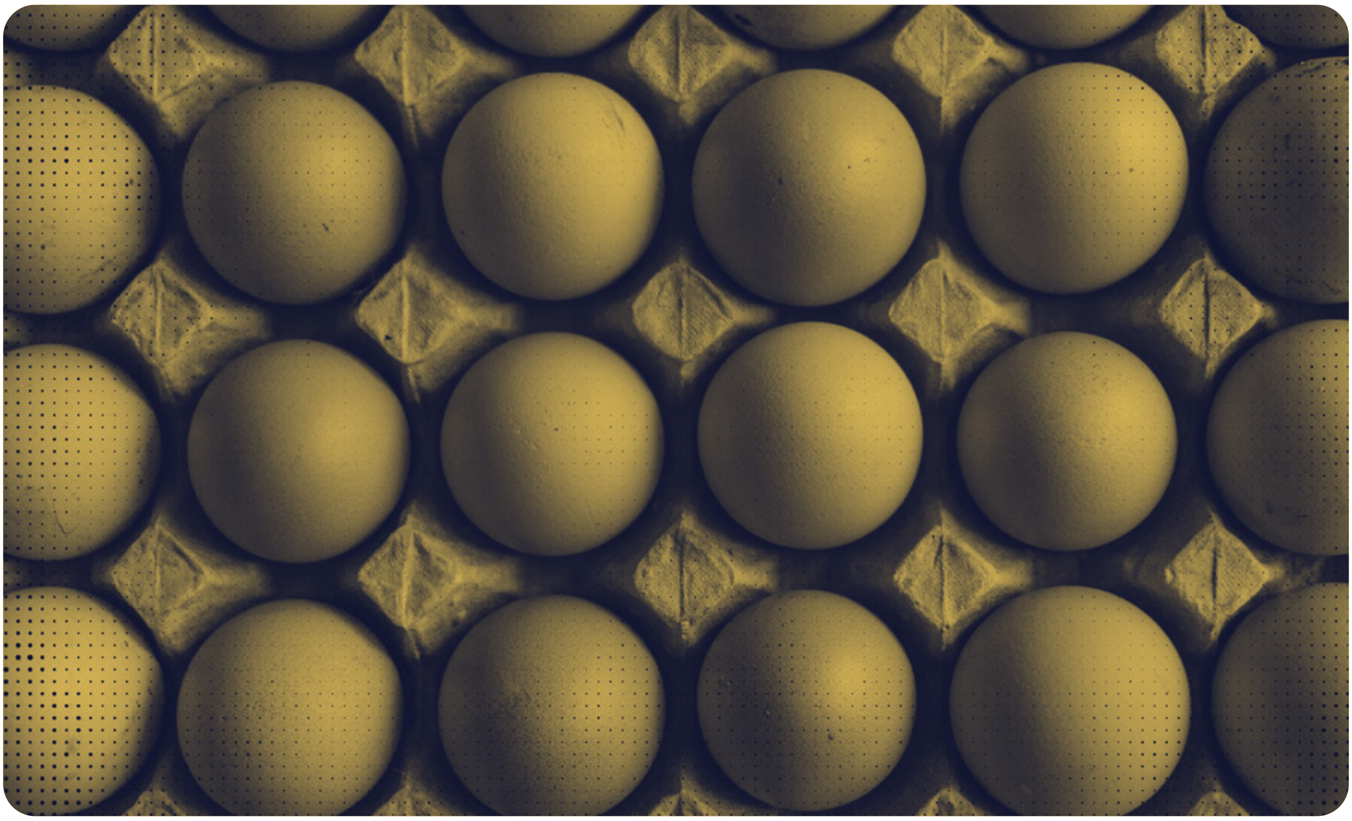
alianima | observatório animal

Picture: Istock / Pexels



Picture: Unsplash

SUMMARY



Picture: Unsplash

1. ABOUT ALIANIMA

Alianima is a non-profit organization that works in close collaboration with food industry leaders to identify and address the primary challenges faced by the animal production chain. We offer partnerships, consultancies, and free technical support to companies committed to improving animal living conditions, assisting in the implementation of sustainable and animal welfare practices.

We rely on a specialized technical team that bases all actions and materials on technical-scientific data. Our goal is to foster an industry that is more attentive to and concerned with animal suffering, and consumers who are better informed about the origins of their food, encouraging critical and conscious consumption.

Learn more about our work at
alianima.org

alianima

2. ABOUT ANIMAL WATCH

Animal Watch is a platform developed and managed by Alianima to provide visibility to public animal welfare commitments made by the food industry in Brazil, facilitating monitoring by various audiences, such as the production sector, consumers, research institutions, and government agencies.

Annually, four reports are published — Broiler Watch, Egg Watch, Fish Watch, and Pig Watch — addressing animal categories heavily impacted by the production systems in which they are reared. These chains are particularly relevant due to both the large number of sentient individuals involved and the low level of animal welfare resulting from certain regular farming practices. Among these chains, broilers and fish still require greater awareness from the stakeholders to begin the adoption of structured public animal welfare commitments in Brazil.

Animal Watch also gathers information and news about our activities and the reality of the food production chain, highlighting the industry's role in implementing significant changes in animal treatment. The initiative seeks to expand transparency, strengthen corporate responsibility, and stimulate concrete advances in animal welfare in the country.

Learn more: observatorioanimal.com.br/en

oa observatório animal

2.1 ABOUT EGG WATCH

In Brazil, since 2015, more than 160 companies in the food and hospitality sectors have committed to using and selling exclusively eggs produced by hens raised in cage-free systems by 2030. As the deadlines for fulfilling these commitments approach, Alianima understands the importance of monitoring the evolution of these companies and bringing transparency to the transition process. Furthermore, disclosing the results enables identification of key areas for improvement to ensure a successful transition to cage-free eggs, while offering technical support through our expertise in animal welfare.

The third edition of Egg Watch continues its focus on supermarket companies but expands its scope: in addition to chains already committed to selling exclusively cage-free eggs, we invited the largest chains in Brazil, as ranked by the Brazilian Association of Supermarkets (ABRAS), to participate in the survey.

With this, we continue providing visibility to supermarkets that are effectively carrying out the transition, support those that have not yet met their targets, and encourage those that do not have a signed commitment to adopt one. Additionally, information from the country's main chains is important for providing a more complete overview of the Brazilian sector's commercialization of different egg types.

Learn more: observatoriodoovo.com.br/en

egg watch

Picture: Freepik

3. INTRODUCTION

3.1 OVERVIEW OF EGG PRODUCTION IN BRAZIL[1]

EGGS

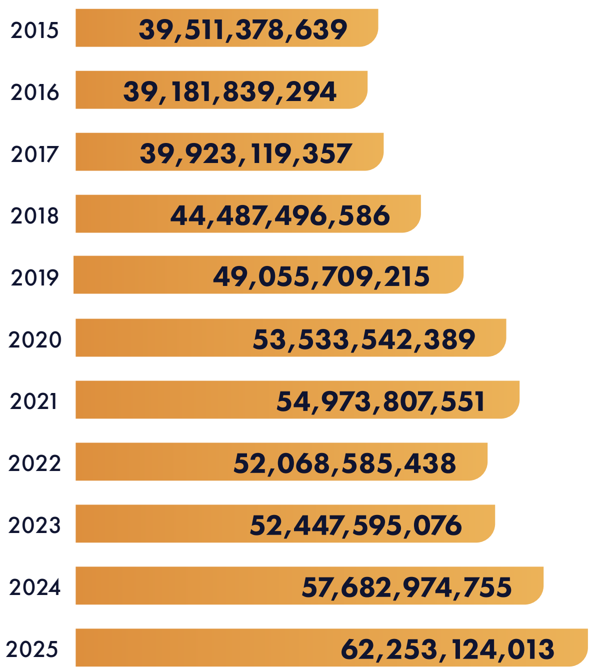
Production
62.3 billion
units

5th largest producer
in the world

Export
40.9 thousand
tons to 87 countries

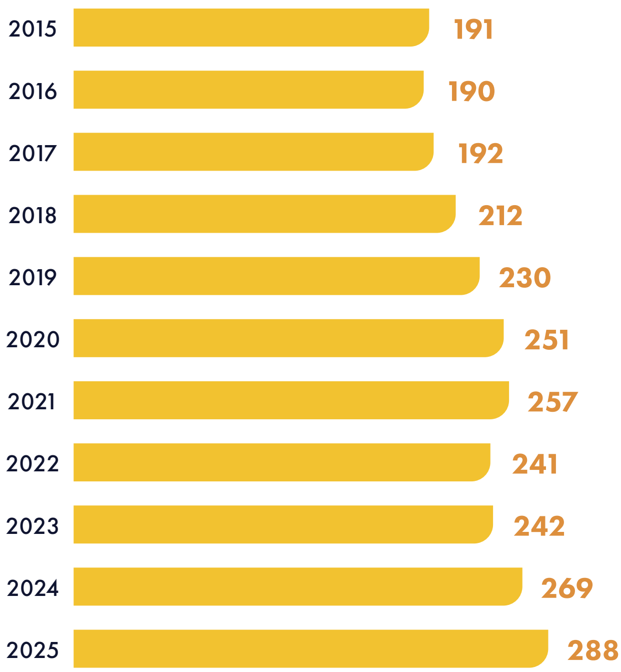
Per capita consumption:
288 units per person

BRAZILIAN EGG PRODUCTION
(Units)



Source: ABPA

PER CAPITA CONSUMPTION OF EGGS
(Units per person)



Source: ABPA

BRAZIL HAS NEVER PRODUCED SO MANY EGGS!

Compared to 2024, the country showed a 7.9% increase in production. Over 10 years, the increase was 58%.

BRAZILIANS HAVE NEVER EATEN SO MANY EGGS!

Compared to the previous year, there was a 7.1% increase in the number of eggs consumed per capita. Over 10 years, the increase was 51%.

1 ABPA Annual Report 2026

DESTINATION OF BRAZILIAN EGGS PRODUCTION IN 2025

Source: SECEX/ABPA

EXPORTS CONTINUE TO RISE!

Brazil continues to focus nearly all of its egg production on the domestic market, but recorded a 65% increase from 2024 to 2025, when the primary export destination became the United States of America.

2024	2025
0.86%	1.42%

Picture: Pexels

3.2 THE IMPORTANCE OF THE SUPERMARKET SECTOR[2]

01

161 CORPORATE COMMITMENTS

Brazil has 161 corporate commitments in the **food and hospitality** sectors to exclusively use and sell eggs produced by cage-free hens.[3]

02

THE ROLE OF SUPERMARKETS

Supermarkets (wholesalers, retailers, and cash-and-carry) are of immense importance, as they are the primary locations (physical or online) for food purchases by the Brazilian population, including eggs.

03

A SECTOR THE SIZE OF A COUNTRY

R$ 1.145 TRILLION
in revenue in 2025

9.02%
of GDP

439,728
stores across the country

9 MILLION
direct and indirect employees

30 MILLION
consumers visit the sector's stores every day

04

THE CAGE-FREE COMMITMENT

The cage-free commitment of the sector that demands the most shell eggs from producers intensely encourages the supply of cage-free eggs, unlike sectors that essentially use processed eggs or egg byproducts with lower market value.

05

Egg producers understand that there will be demand for cage-free products and can invest more securely in the new cage-free system, thereby ensuring a **lower-risk** transition.

2. ABRAS Ranking 2026 - Big Number and Highlights (in Portuguese) 3. Animal Watch

4. METHODOLOGY

4.1 CONTACTED COMPANIES

To map a more accurate overview of the Brazilian supermarket sector regarding this issue, unlike the first two editions of the Egg Watch, **this year we also sent the questionnaire to the 13 largest supermarkets in Brazil[4] that do not yet have a cage-free commitment**.

The questionnaire was sent to 30 companies: 17 with a public commitment to sell shell eggs from hens raised in cage-free systems, and 13 without such a commitment.

COMMITTED COMPANIES

Deadline: 2021

Cia Beal de Alimentos
(Festval)

Deadline: 2023

Casa Santa Luzia

Deadline: 2026

Hippo Supermercados

Deadline: 2028

Big Box Supermercados
(BigBox, Ultrabox)

Cencosud
(GBarbosa, Mercantil, Bretas, Perini, Prezunic, Spid, Giga Atacado)

Empório Varanda

GPA
(Pão de Açúcar, Extra)

Grupo Carrefour
(Atacadão, Carrefour, Sam's Club)

Grupo DIA

Grupo MSLZ
(Mercadinhos São Luiz, Mini São Luiz, Mercadão)

Oba Hortifruti

St. Marche

Supermercados Cavicchiolli
(São Vicente, Arena Atacado)

Supermercados Pague Menos

Supernosso
(Super Nosso, Apoio Mineiro)

UnidaSul
(Rissul, Macromix Atacado, Mr. Estoque Online)

Záffari

4. Ranking ABRAS 2026

Next is the list of the **13 companies without public commitments**, arranged in alphabetical order, along with their respective brands:

NO COMMITMENT

- **Assaí**
- **Atacadão Dia a Dia**
- **Grupo JC** (Costa Atacadão)
- **Grupo Koch** (Supermercados Koch, Komprão Koch Atacadista)
- **Grupo Mateus** (Mateus Supermercados, Hiper Mateus, Camiño, Mix Mateus)
- **Grupo Muffato** (Super Muffato, Patão Supermercado, Max Atacadista, Muffato Max Atacado)
- **Grupo Pereira** (Comper, Atacado Bate Forte, Fort Atacadista)
- **Mart Minas e Dom Atacadista**
- **Plurix*** (Amigão, Avenida, Boa, Compre Mais, Dom Olivo, Nida, Paraná Supermercados, Superpão)
- **Savegnago**
- **Sonda Supermercados**
- **Supermercados BH**
- **Tenda Atacado**

*Contacted for the first time

4.2 QUESTIONNAIRE

THE QUESTIONNAIRE SENT TO THE COMPANIES INCLUDED THE FOLLOWING ITEMS:

- ☑ Disclosure of the percentage of cage-free eggs (cage-free, free-range, organic) relative to total eggs sold in 2025;
- ☑ Designation of the Brazilian macro-regions served by the company;
- ☑ Identification of the level of difficulty in securing a supply of cage-free eggs in each macro-region;
- ☑ Indication of the difficulties encountered by companies during the transition to cage-free eggs;
- ☑ Perception of the positive aspects of the company resulting from the transition to cage-free eggs.

The questionnaire was sent in March 2026, and companies had a one-month deadline to submit their responses.

All contacted companies were aware of the transparency proposal outlined by Egg Watch regarding the covered topics and therefore consented to the subsequent disclosure of the results on the Animal Watch platform.

4.3 SCORING AND RANKING

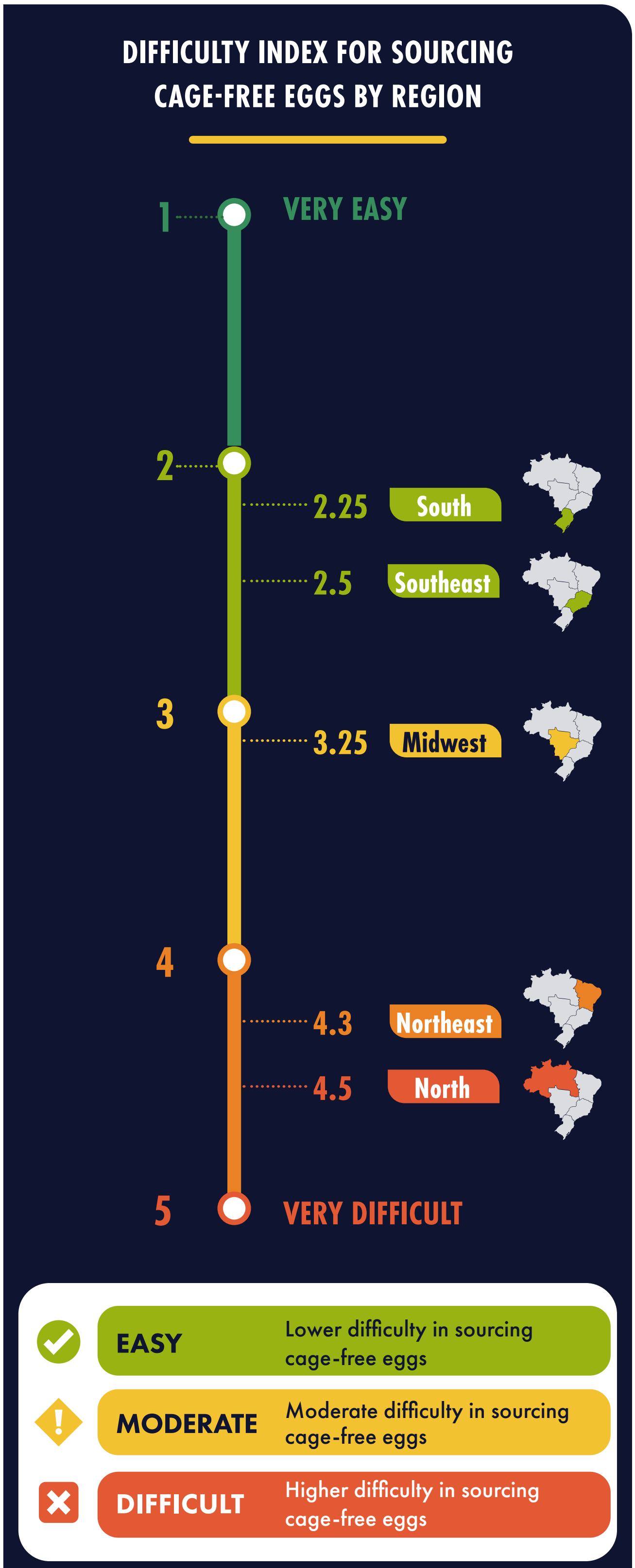
For the scoring and ranking of the supermarkets, the following methodology was applied:

- Companies that have already completed the transition and have reported, for at least two years, the commercialization of 100% cage-free eggs became part of the new **Premium** category and, therefore, were not included in the ranking;

- As always, **two rankings were developed: one for retail and another for wholesale for each supermarket group**, since the two modalities present distinct operational, supply, and target audience challenges;

- All companies initially started with the minimum score (0 point);

- This year, in an effort to account for the complexity of the responding chains' operations, **the distribution of stores across the country's Regions was included as a new criterion**, reflecting the degree of difficulty in the supply of cage-free eggs in each Region reported in the responses provided, according to the following index:



Source: Egg Watch | Alianima

- Note: Index calculated based on responses provided by supermarkets for this edition of Egg Watch.

In addition, more objective criteria for meeting the commitment, such as **the percentage of cage-free eggs and the progress of the transition from one year to the next, were given greater weight in the scoring calculation.**

SCORING CRITERIA		POINTS	WEIGHT
1	**Publication of a laying hen welfare commitment that includes ending the sale of eggs from caged systems**	10 pts	1
2	**Maintenance of a publicly accessible cage-free commitment**	15 pts	1
3	**Public reporting from the last year on the transition status** (per public report, response to Egglab and/or Egg Watch)	15 pts	1
4	**Participation in Egg Watch 2026**	15 pts	1
5	**Percentage of cage-free egg sales relative to total eggs sold** (per public report, response to Egglab and/or Egg Watch)	**1 pt** per percentage point	2
6	**Progress of the transition over the last year** (per public report, response to Egglab and/or Egg Watch)	**1 pt** per percentage point	2
7	**For chains that responded to this edition, the total number of stores the chain owns according to the weights assigned to the different Regions** (South: 2.25; Southeast: 2.5; Midwest: 3.25; Northeast: 4.3; North: 4.5)	total number of stores for each operation (retail or wholesale)	0.01

5. RESULTS

5.1 Supermarket responses

In this edition, **eight supermarkets with commitments responded to the questionnaire**: Big Box, Casa Santa Luzia, Cia. Beal de Alimentos, Empório Varanda, GPA, Grupo Carrefour, Hippo, and São Vicente—one more chain than in the previous edition. Among companies without a public commitment, only Assaí responded to the questionnaire, representing a response rate of **just 7%** for this newly contacted group.

Response rate across editions

Committed companies:

2024	2025	2026
26%	41%	47% ↑ 6 p.p

5.1.1 Supply by Brazilian Region

The macro-regions served by the respondents and the respective number of stores are shown on the map on the next page.

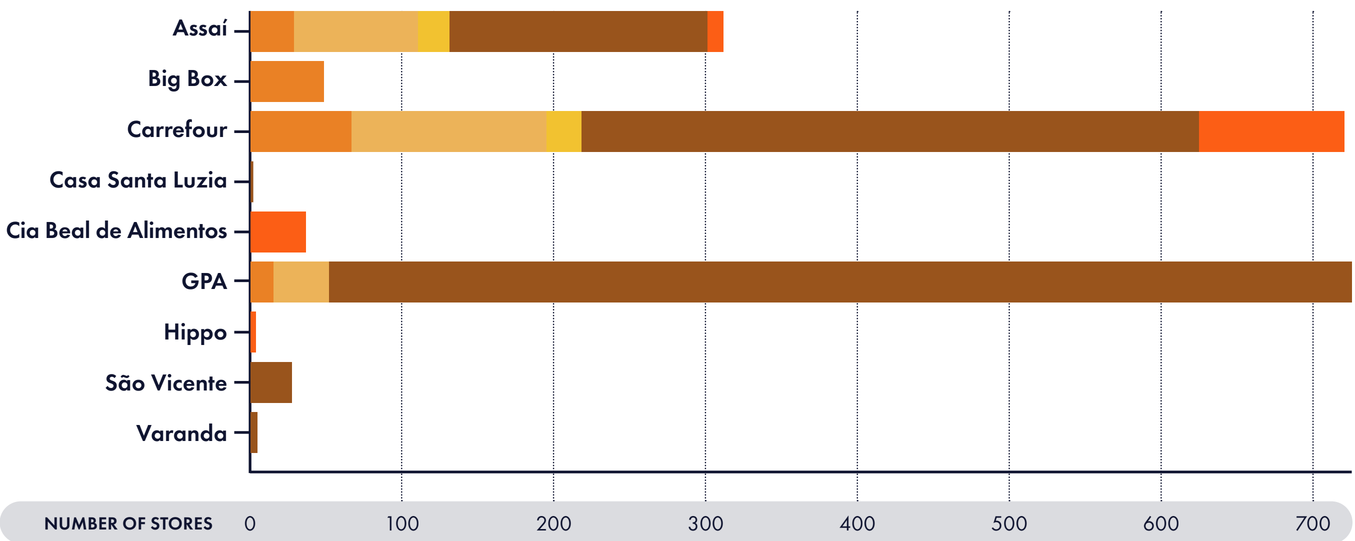
NUMBER OF STORES
PER REGION

For the third consecutive year, the North and Northeast continue to be cited as the most difficult regions for supplying cage-free eggs.

Only Carrefour does not offer at least one cage-free egg option in all stores.

Except for Casa Santa Luzia and Hippo, all other responding chains increased their store count from one year to the next, ranging from 1 to 165 additional stores.

COMPANY	MIDWEST	NORTHEAST	NORTH	SOUTHEAST	SOUTH	TOTAL
Assaí	29	82	21	171	10	**313**
Big Box	48	0	0	0	0	**48**
Carrefour	66	130	23	408	96	**723**
Casa Santa Luzia	0	0	0	1	0	**1**
Cia Beal de Alimentos	0	0	0	0	37	**37**
GPA	15	37	0	676	0	**728**
Hippo	0	0	0	0	4	**4**
São Vicente	0	0	0	28	0	**28**
Varanda	0	0	0	5	0	**5**
TOTAL BY REGION	**158**	**249**	**44**	**1,289**	**147**	**1,887**



"The supply varies by state and store location. For example, in the Midwest, there is higher availability in Goiás and the Federal District, while Mato Grosso and Mato Grosso do Sul face more challenges. This scenario is also repeated in other regions of Brazil."

"Northeast: Limited supply of cage-free eggs, with low scale and regularity; higher consumer preference for free-range eggs. North: Restricted production and logistical challenges impact supply consistency. South, Southeast, and Midwest: Higher supply, but with scale, coverage, and price limitations. Low consumer knowledge about cage-free and perception of high cost."

"We considered the transition easy because only one of our suppliers did not work with this commitment, and we ended our partnership with them."

"Southeast: Large suppliers and good logistical infrastructure, but strong predominance of conventional egg consumption, with a still significant price gap between categories. Midwest: Local producers still direct most production to conventional eggs, reflecting the predominant demand. Northeast: Low maturity regarding animal welfare practices and few corporate commitments focused on cage-free eggs, reducing the demand."

5.1.2 Difficulties in the cage-free transition

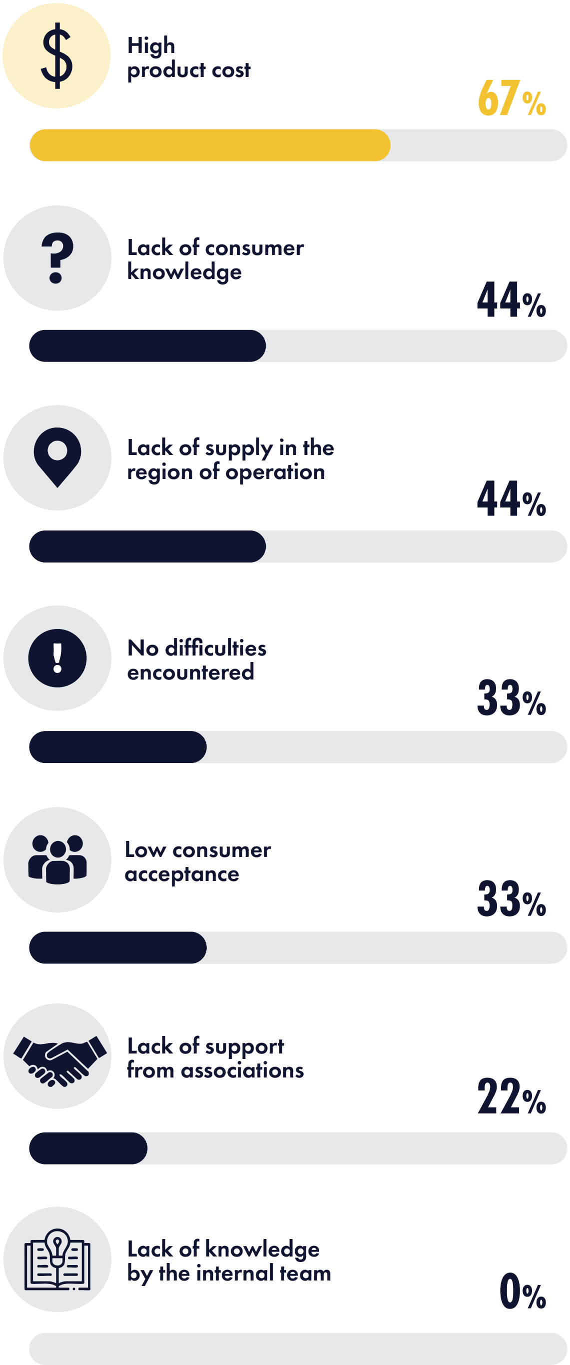
- Casa Santa Luzia, Cia. Beal de Alimentos (Festval) and Empório Varanda, which already reported being 100% cage-free, did not report any difficulties during the transition.

- High product costs remain the third year in a row the greatest difficulty encountered during the transition.

- The lack of knowledge among internal staff did not pose a difficulty, suggesting that their teams are likely well-informed about the products they sell.

Picture: Pexels

DIFFICULTIES ENCOUNTERED IN THE TRANSITION TO CAGE-FREE EGGS



Carrefour

"Despite progress over the years, we emphasize that the egg chain transition in Brazil still presents structural challenges across production, economic, and market development. Shifting to cage-free systems requires significant investments in infrastructure, management, biosecurity, and sanitary adjustments, while operating in a context of price sensitivity and restricted purchasing power, which directly affects the pace of demand expansion. Added to this is the still-limited level of consumer knowledge and the absence of clear, harmonized communication standards across different production systems. Additionally, a regulatory gap persists, with a lack of consolidated guidelines and references, reducing predictability and security for production transition, especially for producers who depend on this environment to guide their decisions and enable transition at scale."

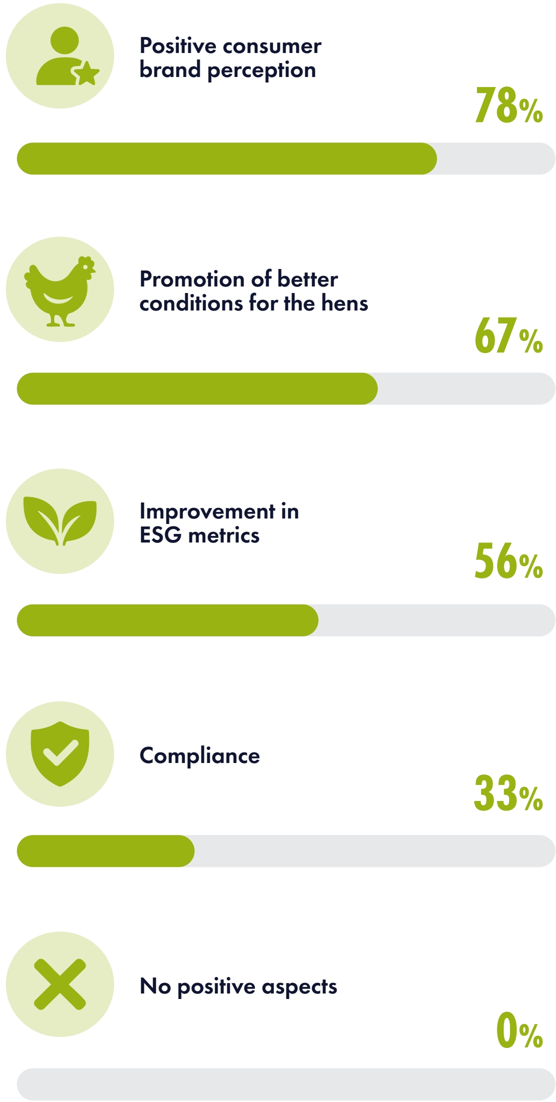
ATACADÃO

"In the case of Atacadão, this challenge is amplified because it is a model based on high volume and high competitiveness, serving mostly classes C and D, small merchants, and price-sensitive entrepreneurs. In regions like the North and Northeast, where the company also has a significant presence, production remains more constrained, and the logistics network has limitations, affecting supply consistency and the pace of the category's expansion. Finally, fluctuations in conventional egg prices, as observed in 2025, directly affect the adherence of these stores' audiences to cage-free eggs."

GPA

"There is a scarcity of actors in the market commercializing eggs with animal welfare commitments. This scenario reduces competition and intensifies price disputes, which harms the competitiveness of producers investing in more ethical and sustainable production systems. In addition, low market adherence discourages new suppliers from transitioning to cage-free models, as demand and economic incentives are still insufficient."

5.1.3 Positive aspects of the cage-free transition



"Positive consumer perception" remains the positive aspect highlighted by the vast majority of supermarkets.

Carrefour

"The transition to cage-free eggs is an opportunity for relevant advancements in the production chain, especially regarding the improvement of animal welfare conditions, with greater freedom of movement and the possibility to express natural behaviors. In surveys, when consulted, consumers react positively to the concept of the transition and different production methods, recognizing that the cage-free system connects most with them; on the other hand, they still see price as the primary barrier to changing buying habits. We also notice increased interest and even implementation of mixed systems by suppliers (some farms with cage-free systems), but a complete transition by the supplier is rare. Despite challenges, we observed a significant increase in cage-free egg sales over the last 7 years. In the case of Atacadão, even though the format's audience is even more price-sensitive and faces volume and delivery consistency challenges, we managed to develop suppliers in all regions."

GPA

"In addition to meeting growing consumer demand for more sustainable and socially responsible products, including practices aligned with animal welfare, companies making commitments in this direction also anticipate potential future government regulations aimed at ensuring better farming conditions. Thus, beyond responding to market expectations, these companies position themselves strategically, reducing regulatory risks and strengthening their reputation."

SV são vicente

"São Vicente Group supports the sale of cage-free eggs and already guarantees the availability of at least one option in all stores. Although participation is still small within the category, we are working to develop and expand this segment in our stores gradually."

5.2 PERCENTAGE OF CAGE-FREE EGGS ACCORDING TO COMPANY AND YEAR

COMPANY	% 2024	% 2025	% 2026	Difference 25/26
Assaí	6	7	8	▲1
Atacadão	3.1	3.3	4	▲0.67
Big Box	37	31	35	▲4
Cencosud	Unknown	14.4	14.2	▼-0.2
Carrefour	21.6	21.4	20.2	▼-1.2
Festval	100	100	100	0
GPA	44	44	41	▼-3
Oba Hortifruti	Unknown	Unknown	85	–
Hippo	75	75	78	▲3
Pague Menos	35	46	46	0
Sam's Club	49	55.6	55	▼-0.64
Santa Luzia	100	100	100	0
São Vicente	Unknown	25	28	▲3
St. Marche	100	100	100	0
Varanda	90	100	100	0

The majority of companies showed **little or no progress** in recent years, which is concerning given that deadlines are approaching.

Over the past year, **64% of reporting companies showed no progress** in their transition.

5.3 RETAILER RANKING

PREMIUM - 100% CAGE-FREE

- Casa Santa Luzia
- St. Marche
- Cia. Beal de Alimentos
- Empório Varanda

Picture: Unsplash

2026 RETAILER RANKING

2026	COMPANY	SCORE
1º	Oba Hortifruti	210
2º	Hippo Supermercados	202
3º	Pão de Açúcar and Extra (GPA)	156
4º	Big Box Supermercados	134
5º	Supermercados São Vicente (Cavicchiolli)	118
6º	Supermercados Pague Menos	117
7º	Carrefour and Sam's Club (Grupo Carrefour)	116
8º	Cencosud	68
9º	Grupo DIA	25
9º	Záffari	25
9º	Rissul (UnidaSul)	25
9º	Mercadinho São Luiz (Grupo MSLZ)	25
10º	Supernosso	10
11º	Amigão, Avenida, Boa, Dom Olivo, Paraná Supermercados, Superpão (Plurix)	0
11º	Comper (Grupo Pereira)	0
11º	Super Muffato and Patão Supermercado (Grupo Muffato)	0
11º	Super Koch (Grupo Koch)	0
11º	Mateus Supermercados, Hiper Mateus, Camiño (Grupo Mateus)	0
11º	Savegnago	0
11º	Supermercados BH	0
11º	Sonda	0

HIGHLIGHTS

Oba leads the ranking by reporting an 85% transition rate and reaching 100% cage-free eggs for its private label.

Hippo occupies 2nd place with a 3 percentage point increase. Even so, the evolution remains below what is expected for a company that claims to have easy access to the supply of cage-free eggs in the South and maintains a public commitment for 2026.

Pão de Açúcar and **Extra** share 3rd place after completing the transition of private label eggs to cage-free systems within the 2025 announced deadline. Even so, the overall percentage fell by 3 percentage points over the last year.

Big Box occupies 4th place and resumed responding to Egg Watch, registering a 4 percentage point increase compared to the previous year.

São Vicente is in 5th place, but showed limited evolution (3 p.p.), despite operating only in the Southeast and considering the supply of cage-free eggs to be "very easy".

Pague Menos occupies 6th place, but has not presented any public updates on its transition since the last edition and did not respond to Egg Watch. The lack of transparency makes it difficult to assess whether the previously reported progress was maintained.

Carrefour and **Sam's Club** share 7th place due to the absence of relevant progress in the transition. In Carrefour's case, the stagnation is aggravated by the recent publication of a note that retracts previously assumed targets for cage-free eggs, representing a step backward in transparency by the country's largest supermarket chain.

Cencosud occupies 8th place and has started to publicly report its transition. Although this movement represents an advance in transparency, the current percentage is still low for the assumed deadline of 2028.

ALERTS

In 10th position in the ranking, **Supernosso** combines two of the most concerning signs observed in this edition: it has never reported progress in its transition to cage-free eggs and has removed its previously published commitment. The combination of a lack of progress and a reduction in transparency places the company among the most critical cases monitored by Egg Watch.

The four chains continue without disclosing any transition percentage for cage-free eggs. After years without public updates, the lack of transparency prevents consumers, investors, and other stakeholders from tracking any progress regarding the announced commitments.

The chains **Savegnago, Sonda, Comper, Super Muffato, Supermercados BH, Mateus Supermercados**, and **Supermercados Koch**, just as in previous years, did not respond to any contact attempts by Alianima.

The chains **Amigão, Avenida, Boa, Compre Mais, Dom Olivo, Paraná**, and **Superpão** were invited to participate in Egg Watch for the first time, but did not respond to the contacts made.

Just like them, a large portion of Brazil's largest supermarket retailers do not have any commitment and have shown to be quite resistant to the topic of animal welfare and cage-free eggs.

CRITERIA MET BY EACH COMPANY CONTACTED, INCLUDING QUESTIONNAIRE RESPONSES OR PUBLIC INFORMATION

Company	Commitment	Online	Egg Watch Response 2026	Annual Public Report	No. of stores*
Casa Santa Luzia	✓	✓	✓	✓	1
Festval	✓	✓	✓	✓	37
St. Marche	✓	✓	✗	✓	31
Empório Varanda	✓	✓	✓	✓	5
Oba Hortifruti	✓	✓	✗	✓	70
Hippo Supermercados	✓	✗	✓	✓	4
Pão de Açúcar and Extra (GPA)	✓	✓	✓	✓	728
Big Box Supermercados	✓	✓	✓	✓	24
Carrefour and Sam's Club (Grupo Carrefour)	✓	✓	✓	✓	334
Supermercados São Vicente (Cavicchiolli)	✓	✓	✓	✓	23
Supermercados Pague Menos	✓	✓	✗	✗	39
Cencosud	✓	✓	✗	✓	252
Grupo DIA	✓	✓	✗	✗	244
Záffari	✓	✓	✗	✗	41
Rissul (UnidaSul)	✓	✓	✗	✗	34
Mercadinho São Luiz (Grupo MSLZ)	✓	✓	✗	✗	22
Supernosso	✓	✗	✗	✗	37
Amigão, Avenida, Boa, Dom Olivo, Paraná, Superpão (Plurix)	✗	✗	✗	✗	171
Comper (Grupo Pereira)	✗	✗	✗	✗	110
Super Muffato and Patão Supermercado (Grupo Muffato)	✗	✗	✗	✗	113
Supermercados Koch (Grupo Koch)	✗	✗	✗	✗	95
Mateus Supermercados, Hiper Mateus, Camiño (Grupo Mateus)	✗	✗	✗	✗	87
Savegnago	✗	✗	✗	✗	64
Sonda	✗	✗	✗	✗	45
Supermercados BH	✗	✗	✗	✗	54

*for chains that did not respond to Egg Watch, the number of stores was represented according to public information available on the company's institutional website

5.4 WHOLESALER RANKING

2026	COMPANY	SCORE
1st	Atacadão (Grupo Carrefour)	76
2nd	Assaí	58
3rd	Ultrabox (BigBox)	41
4th	Arena Atacado (Cavicchiolli)	40
5th	Giga and Mercantil Atacado (Cencosud)	25
	Macromix Atacado and Mr. Estoque Online (Unidasul)	25
	Mercadão São Luiz (Grupo MSLZ)	25
6th	Apoio Mineiro (Supernosso)	10
7th	Atacadão Dia a Dia	0
	Atacado Bate Forte and Fort Atacadista (Grupo Pereira)	0
	Costa Atacadão (Grupo JC)	0
	Mart Minas and Dom Atacadista	0
	Max Atacadista and Muffato Max Atacado (Grupo Muffato)	0
	Mix Mateus (Grupo Mateus)	0
	Tenda Atacado	0
	Komprão Koch Atacadista (Grupo Koch)	0
	Amigão Atacarejo, Avenida, Compre Mais, Paraná Atacado, Superpão (Plurix)	0
	Supermercados BH (formato atacarejo)	0

HIGHLIGHTS

Atacadão leads the ranking due to the scale and complexity of its operations, in addition to having a public commitment and reporting its transition. However, the company did not present significant progress over the last year. The recent decision by Grupo Carrefour Brasil to retract previously established targets for cage-free eggs also creates uncertainties regarding the implementation pace of this commitment.

Even without making a public commitment to sell only cage-free eggs, **Assaí** occupies 2nd place for maintaining the annual disclosure of its results and showing continuous evolution in the share of these products in sales. The chain also stands out for being the **only one in the wholesale sector with at least one cage-free egg option in 100% of its stores.**

Ultrabox and **Arena Atacado** take 3rd and 4th positions respectively for having responded to the Observatório do Ovo regarding their retail operations; however, they once again did not report progress for their wholesale operations, leaving the progress unknown.

Giga and **Mercantil Atacado** occupy 5th place, as they report publicly. Even so, the overall evolution of Grupo Cencosud is low (14%). Furthermore, they do not separate reporting by operation in Brazil, which leaves the progress for their wholesale operations unknown.

ALERTS

Apoio Mineiro is in 6th place since, in addition to never having reported any progress, it went a step further and removed its commitment from the company's website.

Mercadão São Luiz, **Macromix Atacado**, and **Mr. Estoque** continue with an unknown transition percentage, failing in transparency since they have gone years without disclosing any progress.

The chains **Atacadão Dia a Dia, Atacado Bate Forte, Fort Atacadista, Costa Atacadão, Mart Minas, Dom Atacadista, Max Atacadista, Muffato Max Atacado, Mix Mateus, Tenda Atacado,** and **Komprão Koch Atacadista**, just as in previous years, did not respond to any contact attempts by Alianima.

Just like them, a large portion of Brazil's largest wholesalers do not have any commitment and have shown to be quite resistant to the topic of animal welfare and cage-free eggs.

CRITERIA MET BY EACH COMPANY CONTACTED, INCLUDING QUESTIONNAIRE RESPONSES OR PUBLIC INFORMATION

Company	Commitment	Online	Egg Watch Response 2026	Annual Public Report	No. of stores*
Atacadão (Grupo Carrefour)	✓	✓	✓	✓	389
Assaí	✗	✗	✓	✓	313
Ultrabox (BigBox)	✓	✓	✓	✗	24
Arena Atacado (São Vicente)	✓	✓	✓	✗	6
Giga and Mercantil Atacado (Cencosud)	✓	✓	✗	✗	22
Macromix Atacado and Mr. Estoque Online (Unidasul)	✓	✓	✗	✗	15
Mercadão São Luiz (Grupo MSLZ)	✓	✓	✗	✗	11
Apoio Mineiro (Supernosso)	✓	✗	✗	✗	6
Atacadão Dia a Dia	✗	✗	✗	✗	36
Atacado Bate Forte and Fort Atacadista (Grupo Pereira)	✗	✗	✗	✗	45
Costa Atacadão (Grupo JC)	✗	✗	✗	✗	15
Mart Minas and Dom Atacadista	✗	✗	✗	✗	95
Max Atacadista and Muffato Max Atacado (Grupo Muffato)	✗	✗	✗	✗	70
Mix Mateus (Grupo Mateus)	✗	✗	✗	✗	98
Tenda Atacado	✗	✗	✗	✗	45
Komprão Koch Atacadista (Grupo Koch)	✗	✗	✗	✗	66
Amigão Atacarejo, Avenida, Compre Mais, Paraná Atacado, Superpão (Plurix)	✗	✗	✗	✗	10
Supermercados BH (formato atacarejo)	✗	✗	✗	✗	346

* for chains that did not respond to Egg Watch, the number of stores was represented according to public information available on the company's institutional website

6. CONCLUSION

The third edition of the Egg Watch demonstrates that, despite occasional progress and the consolidation of some leaders in the supermarket sector, **the transition to cage-free eggs in Brazil is still happening at a pace far below what is required given the deadlines set by companies.** Although some chains have shown progress and greater transparency, most supermarket retailers remain stagnant, with timid advances or even rollbacks in the reported percentages.

The results also highlight an alarming inequality in the sector's level of commitment. While some companies have already achieved or are close to 100% cage-free eggs, a large portion of the largest chains in the country remain without any public commitment or do not even respond to dialogue attempts from civil society. This **scenario is even more critical among wholesalers, a segment that presented the lowest levels of engagement, evolution, and transparency,** despite its enormous relevance in the Brazilian food supply.

Furthermore, although cost, logistics, and limited supply continue to be pointed out as major obstacles, especially in the North and Northeast Regions, the companies' quotes demonstrate that there is growing demand, positive consumer perception, and a gradual development of the supply chain. This shows that **challenges exist, but they do not justify the slowness observed across a large part of the sector.**

With only a few years remaining until 2028, the Brazilian supermarket sector needs to concretely accelerate the transition, increase transparency regarding its progress, and **assume greater responsibility for the impact of its supply chains.** The extremely low level of evolution observed across most companies is worrying and reinforces that, without greater engagement from sector leadership, many commitments are at risk of not being met.

At the same time, the progress observed in some chains shows that the transition is **possible when there is planning, internal engagement, and close dialogue with suppliers.** But for commitments to represent real change, a **much greater effort will be required, with more transparency and commitment from companies and associations in the coming years.**

Alianima thanks the companies that participated in this edition of the report and remains available to support the supermarket sector in this process, offering **technical support and the joint construction of solutions that make the transition viable and effective** for companies, for consumers and, most importantly, for the animals.

7. CONTACT

Join this powerful movement for animals!

If your company would like more information about our work or clarify specific questions regarding animal welfare, please contact us through the following channels:

Website Alianima
alianima.org

Website Animal Watch
observatorioanimal.com.br

Instagram
@alianima.br

LinkedIn
@alianima

YouTube
@alianima

Scan to access our social media channels

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