

# Baked Goods in Argentina

November 2023

Table of Contents

## Baked Goods in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Packaged leavened bread leads growth while Bimbo opens new plant  
Price hikes plague baked goods and consumers shift towards healthier options  
Dessert mixes still falling

#### PROSPECTS AND OPPORTUNITIES

Consumers to remain partial to artisanal offerings as Bimbo focuses on leavened bread  
Unpackaged pastries to see hampered growth as flatbread rises robustly  
Recovery forecast for foodservice, and e-commerce to gain further ground

#### CATEGORY DATA

- Table 1 - Sales of Baked Goods by Category: Volume 2018-2023
- Table 2 - Sales of Baked Goods by Category: Value 2018-2023
- Table 3 - Sales of Baked Goods by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Baked Goods by Category: % Value Growth 2018-2023
- Table 5 - Sales of Pastries by Type: % Value 2018-2023
- Table 6 - NBO Company Shares of Baked Goods: % Value 2019-2023
- Table 7 - LBN Brand Shares of Baked Goods: % Value 2020-2023
- Table 8 - Distribution of Baked Goods by Format: % Value 2018-2023
- Table 9 - Forecast Sales of Baked Goods by Category: Volume 2023-2028
- Table 10 - Forecast Sales of Baked Goods by Category: Value 2023-2028
- Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

## Staple Foods in Argentina - Industry Overview

### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture  
Key trends in 2023  
Competitive landscape  
Channel developments  
What next for staple foods?

#### MARKET DATA

- Table 13 - Sales of Staple Foods by Category: Volume 2018-2023
- Table 14 - Sales of Staple Foods by Category: Value 2018-2023
- Table 15 - Sales of Staple Foods by Category: % Volume Growth 2018-2023
- Table 16 - Sales of Staple Foods by Category: % Value Growth 2018-2023
- Table 17 - NBO Company Shares of Staple Foods: % Value 2019-2023
- Table 18 - LBN Brand Shares of Staple Foods: % Value 2020-2023
- Table 19 - Penetration of Private Label by Category: % Value 2018-2023
- Table 20 - Distribution of Staple Foods by Format: % Value 2018-2023
- Table 21 - Forecast Sales of Staple Foods by Category: Volume 2023-2028
- Table 22 - Forecast Sales of Staple Foods by Category: Value 2023-2028
- Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028
- Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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### SOURCES

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