

# Baked Goods in Latin America

April 2021

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Uruguay has one of the highest per capita consumption rates globally

Slight slowdown in 2020 to be followed by stronger growth rates

Brazil and Mexico the main growth drivers in 2015-2020

Growth drivers: Bread in Brazil, pastries in Mexico and cakes in Peru

Bread accounts for the bulk of new sales in the region

COVID-19 likely to encourage further growth for HW products

Specialist retailers continue to lead sales of baked goods

Artisanal bakeries continue to open in large Brazilian cities

## LEADING COMPANIES AND BRANDS

Fragmented competitive landscape with strong artisanal presence

Molinos Río de la Plata closes in on the top 10

Brazil the main market for the greatest number of top 10 players

Pullman and Panco move up the rankings in 2020

## FORECAST PROJECTIONS

Packaged bread sales spike in 2020 due to hygiene concerns...

...but unpackaged bread will continue to dominate sales

Soft drivers will provide the main impetus for baked goods growth

## COUNTRY SNAPSHOTS

Argentina: Market Context

Argentina: Competitive and Retail Landscape

Bolivia: Market Context

Bolivia: Competitive and Retail Landscape

Brazil: Market Context

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Uruguay: Market Context

Uruguay: Competitive and Retail Landscape

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