



Savoury Snacks in Latin America

January 2022

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REGIONAL OVERVIEW

Latin America records the slowest historic period growth

Growth rates expected to pick up a little steam over the forecast period

Mexico the main contributor to new sales over 2016-2021

Savoury biscuits, the region's major product, in decline in 2016-2021

Mexico is the main growth driver in most categories in 2016-2021

Growth picks up again in 2021 after 2020's pandemic-induced decline

Independent small grocers continue to lead sales...

...but lose some share during the pandemic

LEADING COMPANIES AND BRANDS

Increasing concentration among the region's savoury snacks leaders

PepsiCo continues gaining share in 2021

Argentina's troubles have been hitting Arcor's regional share

No changes at the top among the leading brands

FORECAST PROJECTIONS

Positive growth expected for savoury snacks throughout 2021-2026

Nuts, seeds and trail mixes to record the strongest growth

Hard drivers generally working in favour of positive growth in the region

COUNTRY SNAPSHOTS

Argentina: Market Context

Argentina: Competitive and Retail Landscape

Bolivia: Market Context

Bolivia: Competitive and Retail Landscape

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Brazil: Competitive and Retail Landscape

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