

# **Baked Goods in Colombia**

November 2023

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#### Baked Goods in Colombia - Category analysis

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#### 2023 DEVELOPMENTS

Baked goods manufacturers in Colombia grapple with rising costs New tax impact on ultra-processed foods Enjoying a strong brand image, Grupo Bimbo maintains its dominant position in baked goods

## PROSPECTS AND OPPORTUNITIES

Functional baked goods gain popularity among health-conscious consumers Small proximity bakeries exempt from new regulations New lifestyle and production trends drive the industry

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