

Cheese in Latin America

January 2022

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Soft and hard cheese turn in similar 2016-2021 performances

Soft cheese in Brazil the biggest contributor to new sales in 2016-2021

Growth slows in 2021 after the pandemic-induced sales spike in 2020

Grocery retailers unsurprisingly dominate regional cheese sales

E-commerce gains share in the pandemic but remains a minor channel

LEADING COMPANIES AND BRANDS

Cheese is very fragmented at a regional level in Latin America

Groupe Lactalis remains the leading cheese player in the region

Single-market players predominate in Latin America's top 10

Argentinian brands La Paulina and La Serenísima move up the rankings

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Improving growth rates expected for cheese throughout 2021-2026

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