Euromonitor International

Baked Goods in Peru

November 2025

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Baked Goods in Peru - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for affordable indulgence and expanded availability supports resilient category performance

INDUSTRY PERFORMANCE

Bread retains its central role as everyday consumption and wider retail coverage reinforce category stability
Diversified formats and broader indulgence expand growth, supported by stronger channel execution

WHAT'S NEXT?

Packaged flatbread gains traction as convenience, versatility and culinary trends broaden its appeal
Health-driven reformulation and more nutritious offerings strengthen the role of better-for-you bakery options
Innovation, limited editions and premium concepts fuel experimentation and broaden consumption occasions

COMPETITIVE LANDSCAPE

Bimbo and Nestlé consolidate leadership through portfolio breadth, distribution strength and brand-driven innovation
Acquisitions, private label advances and emerging local players reshape competitive dynamics

CHANNELS

Traditional trade and artisan bakeries retain prominence but face intensifying pressure from modern retail
Discounters and convenience stores gain momentum as consumers seek accessible pricing and ready-to-eat formats

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Staple Foods in Peru - Industry Overview

EXECUTIVE SUMMARY

Cost sensitivity, evolving health priorities and expanding private label offerings shape overall market performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability pressures reinforce the dominance of value-led formats and private label alternatives
Health redefinition accelerates demand for simpler, less processed and functionally oriented offerings
Indulgence constrained by rising input costs reshapes portfolios in baked goods and sweetened cereals

WHAT'S NEXT?

Moderate future growth supported by stable pricing, category maturity and broader availability in modern retail
Competitive environment intensifies as leaders strengthen portfolios and private label reshapes value dynamics

Modern retail expansion, discounter momentum and improving e-commerce logistics reshape channel dynamics

COMPETITIVE LANDSCAPE

Alicorp consolidates leadership through portfolio breadth, affordability strategies and strong distribution reach
Acquisitions, portfolio expansion and private label momentum reshape competitive dynamics

CHANNELS

Traditional trade remains dominant but continues to cede ground to modern retail expansion
Discounters accelerate as the fastest-growing channel, reshaping value access and consumer migration patterns

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