

Sweet Biscuits, Snack Bars and Fruit Snacks in Latin America

October 2022

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Key findings

REGIONAL OVERVIEW

Relatively modest average annual growth for Latin America in 2017-2022

Positive growth rates expected over the 2022-2027 period

Argentina loses a major chunk of its sales over 2017-2022

Sweet biscuits dominate sales and also weather the COVID-19 storm relatively well

Sweet biscuits account for the bulk of new sales in 2017-2022

Inflation a problem for both industry players and consumers

E-commerce continues gaining share...

...but store-based retailing continues to dominate distribution

LEADING COMPANIES AND BRANDS

Concentrated competitive landscapes in most countries

PepsiCo remains the leading player in spite of the sale of its Toddy brand

Mondelez has a presence across the region

Gamesa, Marinela and Oreo continue to lead the regional market

FORECAST PROJECTIONS

Positive growth expected over 2022-2027 for Latin America

Many countries will see the introduction of regulations on products high in sugar or fat

Rising GDP and expanding populations will help drive growth

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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Uruguay: Competitive and Retail Landscape

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