

# Snacks in Latin America

December 2023

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Strong growth for Latin American snacks sales in 2023

Snacks back on a clear growth path since the pandemic-induced decline in 2020

Confectionery the biggest category in Latin American snacks

Colombia sees strong growth in savoury snacks sales

Ice cream losing sales in Brazil over 2018-2023

Savoury snacks the main generator of new sales in 2018-2023

Country markets see strong rebounds after the declines recorded in 2020

Small local grocers the main distribution channel in Latin America

Retail e-commerce continues gaining share in 2023

## LEADING COMPANIES AND BRANDS

Concentrated competitive landscapes across many countries in Latin America

Mondelez sells brands in Argentina but acquires Grupo Bimbo's confectionery business

PepsiCo and Mondelez present across the region

Cacau Show benefits from the strong performance of boxed assortments in Brazil

## FORECAST PROJECTIONS

Continued positive, if slowing, growth expected over the forecast period

Health warning labels likely to lead to reformulations and different ingredients

## COUNTRY SNAPSHOTS

Argentina: Market Context

Argentina: Competitive and Retail Landscape

Bolivia: Market Context

Bolivia: Competitive and Retail Landscape

Brazil: Market Context

Brazil: Competitive and Retail Landscape

Chile: Market Context

Chile: Competitive and Retail Landscape

Colombia: Market Context

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Mexico: Market Context

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Peru: Market Context

Peru: Competitive and Retail Landscape

Uruguay: Market Context

Uruguay: Competitive and Retail Landscape

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