

Staple Foods in Latin America

January 2024

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Strong review period growth for staple foods in Latin America

Positive value growth expected to continue being seen in the coming years

Baked goods dominate sales of staple foods in Latin America

Brazil and Mexico add more than USD10 billion in new baked goods sales over 2018-2023

Meat and seafood substitutes seeing strong growth in most countries

Baked goods dominate the new sales added over 2018-2023

Colombia joins the countries with labelling regulations for unhealthy products

Small local grocers and food/drink/tobacco specialists the main distribution channels

Retail e-commerce still gaining share in 2023, but remains a minor sales channel

LEADING COMPANIES AND BRANDS

Fragmented staple foods competitive landscapes in Latin America

Growing presence of private label in Mexico

Private label gaining share in Latin American staple foods

Nissin continuing to invest after moving up the rankings in 2018-2023

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Positive value and volume growth expected for staple foods over the forecast period

Health warning labels likely to lead to reformulations and different ingredients

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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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