Euromonitor International

Baked Goods in Panama

November 2026

Table of Contents

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Bread drives value sales growth as promotional activity sustains consumer demand
Bread dominates value while frozen baked goods posts fastest growth
Bimbo leverages clean label and sourdough cues to bring naturalness into mainstream bread
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Bread retains value leadership as sourdough innovation broadens consumption occasions
Protein-enriched formulations and loyalty programmes to reshape competitive dynamics
Digital retention tools and functional claims to drive basket building and premiumisation
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Artisanal producers consolidate dominance as Bimbo expands indulgent portfolio
Bimbo leverages indulgent innovation and community engagement to sustain visibility
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Supermarkets leads as e-commerce and food specialists post notable growth
Omnichannel strategies and delivery platforms broaden digital access to packaged bread
Super Xtra launches telemedicine services to extend supermarket role beyond grocery
Chart 1 Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

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