



**Euromonitor  
International**

# Baked Goods in Uruguay

November 2025

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## Baked Goods in Uruguay - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Current value growth slows while rate of decline in retail volume sales deepens

#### INDUSTRY PERFORMANCE

Demand for unpackaged leavened bread continues to fall

Pastries shows the fastest development

#### WHAT'S NEXT?

Declining trend in unpackaged leavened bread consumption set to persist

Frozen baked goods expected to be the best performing category

Healthier product types will continue to gain ground in bread

#### COMPETITIVE LANDSCAPE

Panificadora Bimbo del Uruguay SA still the leading branded manufacturer

Crufi SA is the most dynamic company in value growth terms

#### CHANNELS

Baked goods distribution remains concentrated in food/drink/tobacco specialists

E-commerce registers the strongest current value growth of any channel

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## Staple Foods in Uruguay - Industry Overview

### EXECUTIVE SUMMARY

Current value growth dips while retail volume sales decline slightly

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Reduction in cross-border shopping continues to buoy demand

Uruguayans show growing preference for healthier staple foods

#### WHAT'S NEXT?

Outlook for staple foods is generally positive

Private label lines set to continue gaining ground

## COMPETITIVE LANDSCAPE

Soldo Hnos SA and Pontyn SA remain the top two players in staple foods  
Leopoldo Gross & Asoc SA is the most dynamic company in value growth terms

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Food/drink/tobacco specialists remains the leading distribution channel  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-uruguay/report](http://www.euromonitor.com/baked-goods-in-uruguay/report).