



Euromonitor  
International

# Baked Goods in Chile

November 2025

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## Baked Goods in Chile - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Price rises hitting bread but consumers interested in healthy options

#### INDUSTRY PERFORMANCE

Cost-push pressures slow down Chile's baked goods sector

Growing interest in unpackaged pastries

#### WHAT'S NEXT?

Supermarket convenience and innovation shape the future of baked goods

Wellness and tradition drive transformation

Bakeries embrace technology and transparency to drive sustainable growth

#### COMPETITIVE LANDSCAPE

Sourdough and wholegrain trends reinforce artisanal bread's dominance

Empresas Carozzi committed to enhancing production processes

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Consumers prefer bakeries over supermarkets

Proximity and accessibility key

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### EXECUTIVE SUMMARY

Inflation and uncertainty encourage search for value

#### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Responding to challenges posed during previous year

Ongoing uncertainty affecting consumer behaviour

#### WHAT'S NEXT?

Rise in health consciousness and environmental awareness

Persistent interest in private label products

Health and wellness and sustainability influencing demand across categories

## COMPETITIVE LANDSCAPE

Strong demand for artisanal bread

Tucapel expanding strongly

## CHANNELS

Supermarkets is the leading channel for staple foods

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-chile/report](http://www.euromonitor.com/baked-goods-in-chile/report).