



Euromonitor
International

Baked Goods in Mexico

November 2025

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Baked Goods in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Baked goods show some resilience as staple products

INDUSTRY PERFORMANCE

High prices drive value sales of baked goods

Steady demand for indulgent staples supports category

WHAT'S NEXT?

Grupo Bimbo SAB de CV to enhance production and logistical infrastructure in Mexican market

Baked goods manufacturers to improve the nutritional value of indulgent products

Focus on affordability and basic baked goods

COMPETITIVE LANDSCAPE

Private label share remains low

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Food specialists lead due to widespread consumption of tortillas (flatbread)

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Stable performance as consumer rely more on staple foods

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Economic strife shapes category performance

Growing scrutiny of processed foods drives emphasis on more natural ingredients

WHAT'S NEXT?

Household dependency on staples to remain strong amid economic uncertainty

Expansion of modern retailers will raise visibility of staples

COMPETITIVE LANDSCAPE

Fragmented landscape is led by Grupo Bimbo SAB de CV

Toyo Suisan Kaisha Ltd is most dynamic player

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