



**Euromonitor
International**

Baked Goods in Argentina

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Baked Goods in Argentina - Category analysis

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2025 DEVELOPMENTS

Economic stabilisation supports a cautious recovery in baked goods

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Recovery remains uneven across income groups as bakeries struggle to rebound

Packaged baked goods hold steady as consumers seek affordable convenience

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Economic recovery and product innovation to sustain growth

Bakeries adapt to health trends with reformulations and new formats

Innovation and reformulation drive packaged baked goods forward

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Artisanal tradition remains strong despite volume declines

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Fragile recovery slows growth despite easing inflation

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Black label regulation prompts reformulation rather than volume loss

Private label and modern retail adjust after the end of price controls

Consumers maintain cautious spending habits despite stabilisation

WHAT'S NEXT?

Gradual recovery and volume growth expected as economy stabilises

Manufacturers focus on healthier reformulations and innovation

Channel rebalancing and e-commerce expansion

COMPETITIVE LANDSCAPE

Molinos Río de la Plata maintains leadership across diverse staples

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