



# Sweet Biscuits, Snack Bars and Fruit Snacks in Latin America

October 2022

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Relatively modest average annual growth for Latin America in 2017-2022

Positive growth rates expected over the 2022-2027 period

Argentina loses a major chunk of its sales over 2017-2022

Sweet biscuits dominate sales and also weather the COVID-19 storm relatively well

Sweet biscuits account for the bulk of new sales in 2017-2022

Inflation a problem for both industry players and consumers

E-commerce continues gaining share...

...but store-based retailing continues to dominate distribution

## LEADING COMPANIES AND BRANDS

Concentrated competitive landscapes in most countries

PepsiCo remains the leading player in spite of the sale of its Toddy brand

Mondelez has a presence across the region

Gamesa, Marinela and Oreo continue to lead the regional market

## FORECAST PROJECTIONS

Positive growth expected over 2022-2027 for Latin America

Many countries will see the introduction of regulations on products high in sugar or fat

Rising GDP and expanding populations will help drive growth

## COUNTRY SNAPSHOTS

Argentina: Market Context

Argentina: Competitive and Retail Landscape

Bolivia: Market Context

Bolivia: Competitive and Retail Landscape

Brazil: Market Context

Brazil: Competitive and Retail Landscape

Colombia: Market Context

Colombia: Competitive and Retail Landscape

Costa Rica: Market Context

Costa Rica: Competitive and Retail Landscape

Chile: Market Context

Chile: Competitive and Retail Landscape

Dominican Republic: Market Context

Dominican Republic: Competitive and Retail Landscape

Ecuador: Market Context

Ecuador: Competitive and Retail Landscape

Guatemala: Market Context

Guatemala: Competitive and Retail Landscape

Mexico: Market Context

Mexico: Competitive and Retail Landscape

Peru: Market Context

Peru: Competitive and Retail Landscape

Uruguay: Market Context

Uruguay: Competitive and Retail Landscape

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