



Staple Foods in Chile

October 2024

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DISCLAIMER

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2024 DEVELOPMENTS

- Local political and economic factors affect bread prices
- Shift towards premium products by bakeries and pastry shops
- Bimbo expands its production capacity and invests in healthier choices

PROSPECTS AND OPPORTUNITIES

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- Nestlé Chile SA leads in breakfast cereals through combination of innovation and promotion
- Continued growth of private label products

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- Private labels gain strength by continuously expanding their product portfolios

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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KEY DATA FINDINGS

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