



Euromonitor
International

Cooking Ingredients and Meals in Latin America

April 2025

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Key findings

REGIONAL OVERVIEW

Latin America the most dynamic region in cooking ingredients and meals over 2019-2024

Positive value growth throughout the 2019-2029 period, with a demand spike in 2020

Sauces, dips and condiments the biggest category in Latin America

Price fluctuations strongly impacting edible oils performance over 2019-2024

Meals and soups suffering in Argentina in recent years

Edible oils and sauces, dips and condiments add most new sales over 2019-2024

Improving economic environment helps drive sales in Brazil

New Argentinian government encourages imports to boost competition

Small local grocers the main distribution channel in Latin America

Warehouse clubs continue making gains in Brazil

LEADING COMPANIES AND BRANDS

Cargill introduces sweet edible oil under its Liza brand in Brazil

La Costeña remains the leading player in the Mexican market

Brazil the biggest market for the bulk of the top 10 players

Little movement among the leading brands in 2024

FORECAST PROJECTIONS

Positive growth expected in volume and real value terms throughout the forecast period

Healthier products expected to enjoy increasing demand in the coming years

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Argentina: Competitive and Retail Landscape

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Uruguay: Competitive and Retail Landscape

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