



Staple Foods in Latin America

April 2025

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REGIONAL OVERVIEW

Strong review period growth for staple foods in Latin America

Positive value growth expected in the coming years following a slight decline in 2025

Baked goods dominate sales of staple foods in Latin America

Bread an important product for Brazilians and Mexicans

Meat and seafood substitutes seeing strong growth in Chile

Baked goods dominate the new sales added over 2019-2024

Brazil has the third highest sales of baked goods globally, with bread a popular staple

Retail volume sales declining sharply in Argentina in 2024

Small local grocers and food/drink/tobacco specialists the main distribution channels

Warehouse clubs now the biggest channel in Brazil, and still gaining share

LEADING COMPANIES AND BRANDS

Fragmented staple foods competitive landscapes in Latin America

Artisanal products account for 100% of unpackaged bread sales in Mexico

Private label holds the leading share in breakfast cereals in Argentina

Nissin moves up to second place in the rankings

FORECAST PROJECTIONS

Positive value and volume growth expected for most of the forecast period

Private label could benefit from ending of the Precios Justos programme in Argentina

COUNTRY SNAPSHOTS

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Argentina: Competitive and Retail Landscape

Bolivia: Market Context

Bolivia: Competitive and Retail Landscape

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Brazil: Competitive and Retail Landscape

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Uruguay: Competitive and Retail Landscape

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