

South & Central America Bread for Foodservice and Retail Market Size and Forecast (2021 - 2031)

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Abstracts

The South & Central America Bread for Foodservice and Retail Market is projected to grow from US\$ 26.1 Billion in 2024 to US\$ 36.0 Billion by 2031, reflecting a compound annual growth rate (CAGR) of 4.7% during this period.

Executive Summary and Market Analysis

The increasing population and urbanization in Brazil, Argentina, and other countries in South & Central America are driving the demand for convenient and ready-to-eat food products, particularly bread. As lifestyles become busier and dietary preferences evolve, there is a notable rise in the consumption of bakery products, with bread being a staple food choice in the region. Its convenience and portability make it a favored option for consumers looking for on-the-go meal solutions. Additionally, manufacturers are innovating their offerings and expanding their reach. For example, in March 2023, Brazi Bites launched a new product, Everything Brazilian Cheese Bread, which combines cheddar and parmesan cheeses into a gluten-free bread. Furthermore, the growing focus on health and wellness is shifting consumer preferences towards healthier bread options, such as whole grain, multigrain, and fortified varieties.

The rich culinary heritage of South & Central America allows bakers to offer a variety of regional and artisanal bread specialties, creating opportunities for market differentiation and expansion. The rise of e-commerce and online grocery platforms also provides bread manufacturers with the chance to broaden their consumer base and enhance their market presence. However, fluctuations in the prices of essential raw materials like flour can negatively impact the profitability of bread manufacturers.

Market Segmentation Analysis

By Type: The market is segmented into Sandwich Bread, Brioche Buns, Ciabatta Rolls, Baguettes, Panini and Focaccia Bread, Hamburger Buns, Hotdog Buns, and Others. In 2024, Sandwich Bread is expected to hold the largest market share.

By Nature: The market is divided into Gluten-Free and Conventional categories, with Conventional bread dominating the market in 2024.

By Category: The market is categorized into Frozen, Ambient, and Refrigerated bread, with Ambient and Refrigerated bread holding the largest share in 2024.

By End Use: The market is segmented into Retail, Foodservice, Cafes, Quick Service Restaurants, Fast Casual Restaurants, and Others, with Retail expected to lead in market share in 2024.

Market Outlook

There is a growing awareness and diagnosis of gluten-related disorders, such as celiac disease and gluten sensitivity, prompting more consumers to seek gluten-free alternatives. Celiac disease is an autoimmune disorder triggered by gluten, leading to inflammation and damage to the small intestine. This has resulted in a rising demand for gluten-free bread, encouraging manufacturers to innovate and introduce healthier options. For instance, in April 2025, Bauducco launched a line of naturally fermented breads. Additionally, the Peruvian government is promoting the inclusion of Andean grains in bread production to support local agriculture and sustainability.

Country Insights

The market is segmented by country into Brazil, Argentina, and the Rest of South & Central America, with Brazil holding the largest market share in 2024. Brazil boasts a diverse range of regional bread varieties, such as pao frances, pao de queijo, and pao de forma, which are integral to daily meals, especially breakfast and snacks. The competitive landscape includes numerous players, such as Bimbo, Pullman, and Wickbold, making the Brazilian bread market dynamic and diverse.

Company Profiles

Key players in the market include EUROPASTRY, SA, Lantmannen Unibake, Grupo

Bimbo SAB de CV, Vandemoortele NV, Conagra Brands Inc, FGF Brands Inc, Rich Products Corp, Flowers Foods Inc, La Lorraine Bakery Group, La Brea Bakery, Fiera Foods Company, B?ckerhaus Veit GmbH, Schripps European Bread, Upper Crust, and VIVESCIA. These companies are employing strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products.

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