

# **South & Central America Bread Market Forecast to 2030 - Regional Analysis - by Type (Loaves, Sandwich Bread, Baguettes, Burger Buns, and Others); Category (Organic and Conventional); and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)**

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## **Abstracts**

The South & Central America bread market was valued at US\$ 28,127.72 million in 2023 and is expected to reach US\$ 35,617.97 million by 2030; it is estimated to grow at a CAGR of 3.4% from 2023 to 2030.

### **Product Innovations Fuel the South & Central America Bread Market**

Growing consumer awareness regarding health and wellness has significantly increased the demand for healthier bread varieties. The consumers strictly follow their specific ingredient requirements, such as gluten-free, low-carb, high-fiber, or whole-grain bread. Growing consumer priorities and their increasing preference for healthier food consumption have also increased the demand for organic bakery products such as bread, baguettes, bagels, and buns and rolls. Therefore, to cater to the increasing number of healthy products demands, bread manufacturers are extensively innovating the products, including artisanal breads, functional breads, and fortified bread, by incorporating bread with functional ingredients such as seeds, nuts, ancient grains, vegetables, and different vitamins and minerals. Bakers continuously introduce new and innovative products to remain competitive in the market and attract customers. For instance, bakers create traditional breads and loaves using an unusual combination of ingredients such as carrots, beetroot, spinach, and other vegetables. They also incorporate cumin, turmeric, and cinnamon as special ingredients to experiment with the flavors. For instance, Sara Lee, a brand of Grupo Bimbo SAB de CV bread makers, in January 2023, announced the latest addition to its product portfolio, which is 'White

Bread Made with Veggies.' It is enriched with vitamins A, D, and E and baked with the equivalent of one cup of vegetables per loaf, making a practical option for adding some extra nutrients to any meal.

The bread producers are continuously investing in R&D with respect to ingredients to develop light, natural, low-carb, high protein, and additive-free bread for consumers. Therefore, evolving change in consumers' need for taste and preference has resulted in a high demand for specialty and functional bread, which is expected to provide lucrative opportunities for bread producers.

#### South & Central America Bread Market Overview

The growing population and urbanization in Brazil, Argentina, and other South & Central American countries have increased the demand for convenient and ready-to-eat food products such as bread. Busy lifestyles and changing dietary preferences have led to higher consumption of bakery products, including bread, as a staple food in the region. Bread is a quick and easy meal option, along with its portability, which makes it a popular choice among consumers seeking on-the-go food product solutions. Hence, manufacturers are increasingly innovating their products and expanding their regional consumer bases. For instance, in March 2023, Brazi Bites, a naturally gluten-free baked goods manufacturer, announced the launch of a new type of bread—Everything Brazilian Cheese Bread. This bread is incorporated with the brand's cheddar and parmesan cheeses.

In addition, the rising awareness regarding health and well-being has led to a shift in consumer preferences toward healthier bread options, such as whole grain, multigrain, and fortified bread. South & Central America has a rich culinary heritage, offering a wide variety of regional and artisanal breads. Capitalizing on these unique bread varieties can create opportunities for differentiation and expansion to the market players in the region. Also, the growth of e-commerce and online grocery platforms in South & Central America presents an opportunity for bread manufacturers to reach a wide consumer base and expand their market presence. However, price fluctuations in the prices of key raw materials such as flour (wheat, rye, barley, etc.) adversely impact the bread manufacturers' profitability.

#### South & Central America Bread Market Revenue and Forecast to 2030 (US\$ Billion)

#### South & Central America Bread Market Segmentation

The South & Central America bread market is segmented based on type, category, distribution channel, and country.

By type, the South & Central America bread market is segmented into loaves, sandwich bread, baguettes, burger buns, and others. The loaves segment held the largest market share in 2022.

Based on category, the South & Central America bread market is bifurcated into organic and conventional. The conventional segment held a larger market share in 2022.

By distribution channel, the South & Central America bread market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. The supermarkets and hypermarkets segment held the largest market share in 2022. In terms of country, the South & Central America bread market is segmented into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the South & Central America bread market share in 2022. Campbell Soup Co., Grupo Bimbo SAB de CV, Dr Schar AG, and Bread King Alimentos LTDA are some of the leading players operating in the South & Central America bread market.

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