

South & Central America Flatbread Market Size and Forecast (2021 - 2031)

<https://marketpublishers.com/r/S22EB3FDF7C7EN.html>

Date: January 2026

Pages: 111

Price: US\$ 3,450.00 (Single User License)

ID: S22EB3FDF7C7EN

Abstracts

The South and Central America Flatbread Market is projected to grow from US\$ 3,175.3 Million in 2024 to US\$ 4,128.4 Million by 2031, reflecting a compound annual growth rate (CAGR) of 3.9% from 2025 to 2031.

Executive Summary and Market Analysis

Flatbread is a fundamental food item that holds significant importance in the culinary practices of various cultures globally. The increase in disposable income is prompting consumers to seek high-quality flatbreads with unique features, including organic options, whole grain varieties, and artisan products. As disposable incomes rise, consumers are more inclined to invest in premium products that offer convenience and quality. Additionally, there is a growing interest in trying new recipes and incorporating international flavors into meals, which is driving the demand for flatbreads. Leading brands and manufacturers are responding to this trend by introducing innovative recipes and global flavors. Major retailers and food producers are expanding their offerings and implementing marketing strategies that highlight the quality and unique characteristics of their flatbreads. The wide availability of various flatbreads in supermarkets and specialty food stores has made them more accessible, enhancing their appeal in the market.

Strategic Insights

Market Segmentation Analysis

By Type: The market is divided into Tortilla, Pita, Naan, and Others, with Tortilla holding the largest market share in 2024.

By Distribution Channel: The market is segmented into Supermarkets and Hypermarkets, Convenience Stores, Bakeries, Online Retail, and Others, with Supermarkets and Hypermarkets also leading in market share in 2024.

Market Outlook

The rise of online shopping is providing flatbread producers with a direct channel to reach consumers globally. E-commerce platforms allow manufacturers to overcome traditional distribution challenges and expand their market presence. As consumers increasingly prefer online shopping for convenience, the demand for flatbreads is expected to grow due to improved visibility and product availability. According to McKinsey and Company, the value of grocery sales through digital channels in Latin America surged by 21% from 2022 to 2023, with Brazil, Argentina, and Chile leading the growth.

E-commerce platforms enable flatbread producers to showcase their products and engage directly with consumers, enhancing brand visibility and customer interaction. These platforms also provide valuable insights into consumer preferences and market trends, allowing manufacturers to tailor their offerings and marketing strategies. The growing penetration of e-commerce is prompting flatbread manufacturers to enhance their online presence by selling through established platforms like Walmart, Kroger, Amazon, Tesco, and Sainsbury. Quick commerce platforms are also emerging, delivering ready-to-cook and ready-to-eat flatbreads swiftly, catering to consumers' demand for convenience.

Country Insights

The South and Central America Flatbread Market is segmented by country into Brazil, Argentina, and the Rest of South and Central America, with the Rest of South and Central America holding the largest share in 2024. Key countries in this segment include Chile, Peru, Colombia, and Costa Rica. Factors such as urbanization, rising disposable income, improved retail infrastructure, and increasing demand for convenient snacks are driving market growth in these regions. Well-established distribution channels like supermarkets and convenience stores enhance product accessibility, further boosting demand.

Company Profiles

Key players in the market include GRUMA SAB de CV, OI? Mexican Foods Inc., Goya Foods Inc., General Mills Inc., FGF Brands Inc., Leighton Foods AS, Mi Rancho, Joseph's Bakery, Kontos Foods, and Toufayan Bakeries. These companies are employing strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market share and offer innovative products to consumers.

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macroeconomic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country-level data:

4. FLATBREAD MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Porters Five Forces Analysis
 - 4.2.1 Threat of New Entrants:
 - 4.2.2 Threat of Substitutes:
 - 4.2.3 Bargaining Power of Buyers:
 - 4.2.4 Bargaining Power of Suppliers:
 - 4.2.5 Competitive Rivalry:
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Manufacturers
 - 4.3.3 Distributors or Suppliers
 - 4.3.4 End-Use Industry
 - 4.3.5 List of Vendors in the Value Chain

5. SOUTH AND CENTRAL AMERICA FLATBREAD MARKET - KEY MARKET

DYNAMICS

- 5.1 Market Drivers
- 5.2 Market Restraints
- 5.3 Market Opportunities
- 5.4 Future Trends
- 5.5 Impact of Drivers and Restraints:

6. FLATBREAD MARKET - SOUTH AND CENTRAL AMERICA MARKET ANALYSIS

- 6.1 South and Central America Flatbread Market Revenue (US\$ Million), 2024 - 2031
- 6.2 South and Central America Flatbread Market Forecast and Analysis

7. SOUTH AND CENTRAL AMERICA FLATBREAD MARKET REVENUE ANALYSIS - BY TYPE

- 7.1 Tortilla
 - 7.1.1 Overview
 - 7.1.2 Tortilla: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- 7.2 Pita
 - 7.2.1 Overview
 - 7.2.2 Pita: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- 7.3 Naan
 - 7.3.1 Overview
 - 7.3.2 Naan: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- 7.4 Others
 - 7.4.1 Overview
 - 7.4.2 Others: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8. SOUTH AND CENTRAL AMERICA FLATBREAD MARKET REVENUE ANALYSIS - BY DISTRIBUTION CHANNEL

- 8.1 Supermarkets and Hypermarkets
 - 8.1.1 Overview
 - 8.1.2 Supermarkets and Hypermarkets: South and Central America Flatbread Market -

Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.2 Convenience Stores

8.2.1 Overview

8.2.2 Convenience Stores: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.3 Bakeries

8.3.1 Overview

8.3.2 Bakeries: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.4 Online Retail

8.4.1 Overview

8.4.2 Online Retail: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.5 Others

8.5.1 Overview

8.5.2 Others: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9. SOUTH AND CENTRAL AMERICA FLATBREAD MARKET - COUNTRY ANALYSIS

9.1 South and Central America

9.1.1 South and Central America Flatbread Market Revenue and Forecast and Analysis - by Country

9.1.1.1 South and Central America Flatbread Market Revenue and Forecast and Analysis - by Country

9.1.2.2 Brazil: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.1.2.2.1 Brazil: South and Central America Flatbread Market Share - by Type

9.1.2.2.2 Brazil: South and Central America Flatbread Market Share - by Distribution Channel

9.2.3.3 Argentina: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.2.3.3.1 Argentina: South and Central America Flatbread Market Share - by Type

9.2.3.3.2 Argentina: South and Central America Flatbread Market Share - by Distribution Channel

9.3.4.4 Rest of South and Central America: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.3.4.4.1 Rest of South and Central America: South and Central America Flatbread

Market Share - by Type

9.3.4.4.2 Rest of South and Central America: South and Central America Flatbread

Market Share - by Distribution Channel

10 COMPETITIVE LANDSCAPE

10.1 Heat Map Analysis by Key Players

10.2 Company Positioning & Concentration

11 INDUSTRY LANDSCAPE

11.1 Overview

11.2 New Product Development

11.3 Merger and Acquisition

11.4 Other Strategic Developments

12 COMPANY PROFILES

12.1 GRUMA SAB de CV

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

12.2 Ol? Mexican Foods Inc.

12.2.1 Key Facts

12.2.2 Business Description

12.2.3 Products and Services

12.2.4 Financial Overview

12.2.5 SWOT Analysis

12.2.6 Key Developments

12.3 Goya Foods Inc

12.3.1 Key Facts

12.3.2 Business Description

12.3.3 Products and Services

12.3.4 Financial Overview

12.3.5 SWOT Analysis

12.3.6 Key Developments

12.4 General Mills Inc

- 12.4.1 Key Facts
- 12.4.2 Business Description
- 12.4.3 Products and Services
- 12.4.4 Financial Overview
- 12.4.5 SWOT Analysis
- 12.4.6 Key Developments

12.5 FGF Brands Inc

- 12.5.1 Key Facts
- 12.5.2 Business Description
- 12.5.3 Products and Services
- 12.5.4 Financial Overview
- 12.5.5 SWOT Analysis
- 12.5.6 Key Developments

12.6 Leighton Foods AS

- 12.6.1 Key Facts
- 12.6.2 Business Description
- 12.6.3 Products and Services
- 12.6.4 Financial Overview
- 12.6.5 SWOT Analysis
- 12.6.6 Key Developments

12.7 Mi Rancho

- 12.7.1 Key Facts
- 12.7.2 Business Description
- 12.7.3 Products and Services
- 12.7.4 Financial Overview
- 12.7.5 SWOT Analysis
- 12.7.6 Key Developments

12.8 Joseph's Bakery

- 12.8.1 Key Facts
- 12.8.2 Business Description
- 12.8.3 Products and Services
- 12.8.4 Financial Overview
- 12.8.5 SWOT Analysis
- 12.8.6 Key Developments

12.9 Kontos Foods

- 12.9.1 Key Facts
- 12.9.2 Business Description
- 12.9.3 Products and Services

- 12.9.4 Financial Overview
- 12.9.5 SWOT Analysis
- 12.9.6 Key Developments
- 12.10 Toufayan Bakeries
 - 12.10.1 Key Facts
 - 12.10.2 Business Description
 - 12.10.3 Products and Services
 - 12.10.4 Financial Overview
 - 12.10.5 SWOT Analysis
 - 12.10.6 Key Developments

13. APPENDIX

- 13.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. South and Central America Flatbread Market Segmentation

Table 2. List of Vendors

Table 3. South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Table 4. South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 5. South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 6. South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Country

Table 7. Brazil: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 8. Brazil: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 9. Argentina: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 10. Argentina: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 11. Rest of South and Central America: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 12. Rest of South and Central America: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 13. Heat Map Analysis by Key Players

List Of Figures

LIST OF FIGURES

- Figure 1. South and Central America Flatbread Market Segmentation - Country
- Figure 2. Porter's Analysis
- Figure 3. Ecosystem: Flatbread Market
- Figure 4. South and Central America Flatbread Market - Key Market Dynamics
- Figure 5. Impact Analysis of Drivers and Restraints
- Figure 6. South and Central America Flatbread Market Revenue (US\$ Million), 2024 - 2031
- Figure 7. South and Central America Flatbread Market Share (%) - by Type, 2024 and 2031
- Figure 8. Tortilla: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 9. Pita: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 10. Naan: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 11. Others: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 12. South and Central America Flatbread Market Share (%) - by Distribution Channel, 2024 and 2031
- Figure 13. Supermarkets and Hypermarkets: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 14. Convenience Stores: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 15. Bakeries: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 16. Online Retail: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 17. Others: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 18. South and Central America Flatbread Market Breakdown by Key Countries, 2024 and 2031 (%)
- Figure 19. Brazil: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)
- Figure 20. Argentina: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 21. Rest of South and Central America: South and Central America Flatbread Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 22. Company Positioning & Concentration

I would like to order

Product name: South & Central America Flatbread Market Size and Forecast (2021 - 2031)

Product link: <https://marketpublishers.com/r/S22EB3FDF7C7EN.html>

Price: US\$ 3,450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S22EB3FDF7C7EN.html>