

Latin America Doughnut Market Report and Forecast 2024-2032

Market Report | 2023-11-13 | 180 pages | EMR Inc.

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Report description:

Latin America Doughnut Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Latin America doughnut market is projected to grow at a CAGR of 3.8% between 2024 and 2032 reaching a value of approximate USD 1.73 billion by 2032.. Aided by surging urbanisation, evolving taste preferences, and the growing influence of Western food habits, along with the expanding e-commerce industry, the market is expected to grow significantly by 2032.

Doughnuts, often termed as the sweet, deep-fried delights, have witnessed a robust rise in popularity in Latin America. Originally viewed as a dessert or snack predominantly in North American or European regions, doughnuts have found a firm footing in the diverse culinary landscape of Latin America, becoming a preferred choice for numerous occasions, from breakfasts to social gatherings.

A driving force behind the Latin America doughnut market growth is the region's rapid urbanisation and the associated lifestyle changes. As urban centres burgeon and people lead busier lives, there's a growing propensity towards quick, on-the-go snacks, and doughnuts, with their sweet allure, perfectly fit the bill.

Furthermore, the growing influence of Western culture, propelled by globalisation and increased digital connectivity, has reshaped the food preferences of many in the region. As per the Latin America doughnut market analysis, the proliferation of international doughnut chains, such as Dunkin' and Krispy Kreme, in major Latin American cities, attests to the doughnut's rising star in the region's food scene.

Moreover, innovation and localisation of flavours have significantly buoyed the doughnut market. Recognising the diverse palate of Latin American consumers, several vendors have introduced flavours and toppings that resonate with local tastes, incorporating ingredients like dulce de leche, guava, and tropical fruits, thereby enhancing the doughnut's appeal and further propelling the Latin America doughnut market demand.

The flourishing cafe culture in Latin America further fortifies the market's prospects. As cafes evolve into social gathering spots, many have incorporated doughnuts into their menus, often pairing them with coffee, ensuring their place in the popular coffee-doughnut combo cherished worldwide.

The ongoing trend of gourmet doughnuts, emphasising artisanal preparation, high-quality ingredients, and unique flavours, caters

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to the growing segment of health-conscious consumers and connoisseurs alike, further increasing the value of the Latin America doughnut market size. Additionally, the infusion of local flavours and ingredients ensures the doughnut's continued relevance in the diverse and rich gastronomic culture of Latin America.

Market Segmentation □

The market can be divided based on type, end use, and country.

Market Breakup by Type

- Yeast Doughnuts
- Cake Doughnuts
- Others

Market Breakup by End Use

- Food Service
- Retail
- Others

Market Breakup by Country

- Brazil
- Argentina
- Mexico
- Chile
- Colombia
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Latin America doughnut market. Some of the major players explored in the report by Expert Market Research are as follows:

- Dunkin Donuts LLC
- Krispy Kreme, Inc.
- Grupo Bimbo
- Hostess Brands
- Starbucks Corporation
- Little Debbie
- Others

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