

Mexico Bread Market Report and Forecast 2024-2032

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Report description:

Mexico Bread Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Mexico bread market size reached a value of USD 10.85 billion in 2023. Aided by evolving dietary habits, increased urbanisation, and a strong traditional influence in bread consumption, the market is projected to further grow at a CAGR of 5.5% between 2024 and 2032 to reach a value of USD 17.59 billion by 2032. Bread plays a fundamental role in Mexican cuisine, reflecting a rich culinary tradition that varies from simple daily consumption items to complex festive specialties. With a wide range of products from tortillas to bolillos, teleras, and sweet pastries, the market is diverse and deeply integrated into the daily lives of its consumers.

The growing health consciousness among Mexican consumers is significantly influencing the Mexico bread market growth. There is an increasing demand for whole grain, gluten-free, and organic bread products as consumers become more aware of the health implications of processed foods and refined sugars. Manufacturers are responding by expanding their product lines to include healthier options, thus catering to the changing consumer preferences.

Urbanisation has been another catalyst for growth in the bread market. As more people move to urban areas, their lifestyles change, leading to higher consumption of convenience foods, including ready-to-eat and easy-to-prepare bread products. Busy lifestyles have prompted the demand for packaged and sliced breads, which save time and offer longer shelf life, consequently driving up the Mexico bread market share.

While traditional breads like bolillos and teleras remain popular, there is also a significant trend towards innovation within the market. Artisanal bakeries are gaining popularity, offering a variety of breads that incorporate traditional Mexican flavours with global baking techniques. This blend of tradition and innovation is attracting a broader customer base, from local consumers to tourists seeking authentic Mexican culinary experiences, leading to Mexico bread market expansion.

There is significant potential for growth in the organic and health-oriented bread segments, as well as in the expansion of premium and artisanal bread offerings. The market also has room to grow in terms of geographic expansion, particularly in underpenetrated rural areas. Furthermore, there is an opportunity to leverage digital marketing and e-commerce platforms to enhance reach and customer engagement.

As per the Mexico bread market analysis, In Mexico, Grupo Bimbo SAB de CV, Con Alimentos SA de CV (Pronto), and artisanal

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companies like Rustic PAN and Kind Food Mexico Artisanal Bakery are at the forefront of bread production. The country boasts a variety of popular bread types, such as the bolillo, which resembles a French baguette; the pan dulce, a delectable, sweet bread; and the telera, a soft and spongy savory bread. Mexico is renowned for its assortment of sweet bread, including concha and pan de muerto. Additionally, the implementation of favourable government initiatives like the national plan for subsidising wheat production and the MasAgro project is expected to enhance wheat production, thereby bolstering the market growth. In Central Mexico, particularly in the Mexico City metropolitan area, the bakery industry's preference for high-protein flours is contributing to the production of crispy and airy bread varieties.

Central Mexico holds a significant portion of the market share, primarily because of the Mexico City metropolitan area. The bakery sector in this region prefers flours with high protein content, and there is an increasing production of crispy and hollow bread varieties, leading to the Mexico bread market development. Additionally, Mexico City is home to four prominent food ordering platforms, namely Uber Eats, Sin Delantal, Rappi, and Didi Food, which contribute to the demand for fast foods such as burgers. Furthermore, the expansion of the Mexico bread market is being fueled by fast-food chains like Burros & Fries, Beverly Burger's, McDonald's, and In-N-Out Burger, among others, in Baja California.

Market Segmentation □

The market can be divided based on the type, product, distribution channel, and region

Market Breakup by Type

- Artisanal

- Industrialised

Market Breakup by Product

- Leavened Bread

- Flat Bread

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets

- Convenience Stores/Variety Stores

- Specialist Retailers

- Online

Market Breakup by Region

- Baja California

- Northern Mexico

- The Bajio

- Central Mexico

- Pacific Coast

- Yucatan Peninsula

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 global Mexico bread market. Some of the major players explored in the report by Expert Market Research are as follows:

- Grupo Bimbo SAB de CV

- Grupo Mi Pan

- Rustic Pan SA de CV

- Campbell Soup Company

- Pan Rol SA DE CV

- GRUMA, S.A.B. de C.V.

- Others

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