

Baked Goods in Mexico

Market Direction | 2024-10-28 | 21 pages | Euromonitor

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Report description:

After a challenging 2023, when the average unit price of baked goods in Mexico recorded a third consecutive year of double-digit growth, it is experiencing a much slower rise in 2024, leading to slower value growth. In 2023, despite a contraction in the international price of grains, prices for end consumers of baked goods in Mexico continued to climb. This was partly due to pre-orders made by leading manufacturers of key ingredients such as wheat.

Euromonitor International's Baked Goods in Mexico report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Baked Goods market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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BAKED GOODS IN MEXICO

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Indulgence a strong driver of consumption for baked goods
Dominance of artisanal and strength of leader Grupo Bimbo limit expansion of private label

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