

Baked Goods in Colombia

November 2024

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Baked Goods in Colombia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising price sensitivity negatively impacts sales of unpackaged baked goods Packaged flat bread records positive retail volume growth, driven by versatility Cakes and pastries offer healthier attributes to drive sales on the landscape

PROSPECTS AND OPPORTUNITIES

Uncertain outlook for neighbourhood bakeries over the forecast period Cross-category collaborations boost sales through nostalgia Packaging innovation to be a key focus of new product development in baked goods

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Staple Foods in Colombia - Industry Overview

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SOURCES

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