

# **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

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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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