



Euromonitor
International

Baked Goods in Mexico

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- The stabilisation of prices boosts retail demand for baked goods in Mexico
- 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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Staple Foods in Mexico - Industry Overview

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