



**Euromonitor
International**

Baked Goods in Uruguay

November 2025

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Baked Goods in Uruguay - Category analysis

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2025 DEVELOPMENTS

Current value growth slows while rate of decline in retail volume sales deepens

INDUSTRY PERFORMANCE

Demand for unpackaged leavened bread continues to fall

Pastries shows the fastest development

WHAT'S NEXT?

Declining trend in unpackaged leavened bread consumption set to persist

Frozen baked goods expected to be the best performing category

Healthier product types will continue to gain ground in bread

COMPETITIVE LANDSCAPE

Panificadora Bimbo del Uruguay SA still the leading branded manufacturer

Crufi SA is the most dynamic company in value growth terms

CHANNELS

Baked goods distribution remains concentrated in food/drink/tobacco specialists

E-commerce registers the strongest current value growth of any channel

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Staple Foods in Uruguay - Industry Overview

EXECUTIVE SUMMARY

Current value growth dips while retail volume sales decline slightly

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INDUSTRY PERFORMANCE

Reduction in cross-border shopping continues to buoy demand

Uruguayans show growing preference for healthier staple foods

WHAT'S NEXT?

Outlook for staple foods is generally positive

Private label lines set to continue gaining ground

COMPETITIVE LANDSCAPE

Soldo Hnos SA and Pontyn SA remain the top two players in staple foods
Leopoldo Gross & Asoc SA is the most dynamic company in value growth terms

CHANNELS

Food/drink/tobacco specialists remains the leading distribution channel
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