

# Latin American Bakery & Cereals Sector 2017 Global Market Top Brands, Packaging and Case Studies 2017

*Latin American Bakery & Cereals Sector Market 2017 Share, Trend, Segmentation and Forecast*

PUNE, INDIA, July 13, 2017 /EINPresswire.com/ -- Summary

"Opportunities in the [Latin American Bakery & Cereals Sector](#)", report brings together multiple data sources to provide a comprehensive overview of the Latin American Bakery & Cereals sector. It includes market overview, high growth country analysis, health & wellness analysis, top brands, key distribution channels, packaging formats and case studies.

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- The Latin American Bakery & Cereals (B&C) sector is the fourth largest in the world in terms of value sales in 2016
- Bread & Rolls is the largest market in the sector in value terms followed by Cookies (Sweet Biscuits) and Cakes, and Pastries & Sweet Pies
- Amongst the different high potential countries in Latin America, Brazil is the largest as well as the fastest growing market in terms of value sales
- Rising disposable incomes, the increasing demand for convenient breakfast options, and growth in the popularity of natural/organic baked products is spurring the demand for Bakery & Cereal products in the region.
- Political uncertainties, inflation and corruptions and scandals are the main challenges faced by the Latin American Bakery & Cereals sector
- Bauducco, Pullman, Levissimo, Wickbold, and Mabel are the leading brands in the Latin American B&C sector
- Food & Drink Specialists is the largest distribution channel in the Latin American Bakery & Cereals sector followed by Hypermarkets & Supermarkets and Convenience Stores

## Scope

This report brings together multiple data sources to provide a comprehensive overview of the Latin American Bakery & Cereals sector . It includes analysis on the following -

- Market overview: Includes sector size, market size and growth analysis by markets.
- Change in consumption: Provides a shift in the consumption of Bakery & Cereals by markets across different countries in the Latin American region.
- High potential countries: Provides Risk-Reward analysis of six countries across the Latin American region based on market assessment, economic development, socio-demographic, governance indicators, and technological infrastructure. Out of 6, a total of 4 high potential countries are shortlisted.
- Health & Wellness analysis: Provides insights on the Health & Wellness products in terms of value and percentage share in the overall Bakery & Cereals sector during 2011-2021. The analysis includes key Health & Wellness attributes and consumer benefits driving the sales of Bakery & Cereals in 2016. It also covers the market share of leading companies offering Bakery & Cereals with health and

wellness attributes in the same year.

- Brand Analysis: Provides an overview of leading brands in the Latin American region, besides analyzing the growth of private label in the region.
- Key distribution channels: Provides analysis on the leading distribution channels in the Latin America Bakery & Cereals sector in 2016. It covers seven distribution channels - Hypermarkets & Supermarkets, Convenience Stores, Food & Drinks Specialists, eRetailers, Cash & Carries and Warehouse Clubs, 'Dollar Stores' and Others that include Vending machines and Other retailers.
- Preferred packaging formats: The report provides percentage share (in 2016) and growth analysis (during 2011-2021) for various packaging materials, container, closure, and outer types based on the volume sales (by pack units) of Bakery & Cereals.

#### Reasons to buy

- Manufacturing and retailers seek latest information on how the market is evolving to formulate their sales and marketing strategies. There is also demand for authentic market data with a high level of detail. This report has been created to provide its readers with up-to-date information and analysis to uncover emerging opportunities of growth within the sector in the region.
- The report provides a detailed analysis of the countries in the region, covering the key challenges, competitive landscape and demographic analysis , that can help companies gain insight into the country specific nuances
- The analysts have also placed a significant emphasis on the key trends that drive consumer choice and the future opportunities that can be explored in the region, than can help companies in revenue expansion
- To gain competitive intelligence about leading brands in the sector in the region with information about their market share and growth rates

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