



Euromonitor
International

Baked Goods in Colombia

November 2025

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Baked Goods in Colombia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of baked goods return to stronger growth

INDUSTRY PERFORMANCE

Bread remains a mainstay in local cuisine, although bakeries are facing some challenges

Packaged flat bread benefits from sales in discounters and new formulations

WHAT'S NEXT?

Collaborations and flavour innovation to drive growth in baked goods

Gluten-free claims are set to grow in importance

"Fresh from the oven" options will rise in convenience stores

COMPETITIVE LANDSCAPE

Bimbo expands bread portfolio from tradition to functionality

Corona brand demonstrates how value growth can be inflated by high prices, while volume contradicts the performance

CHANNELS

Food/drink/tobacco specialists remains the leading channel for baked goods

Convenience stores strengthen role in baked goods

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Staple Foods in Colombia - Industry Overview

EXECUTIVE SUMMARY

Positive sales in both value and volume, supported by home cooking trends

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Home meal preparation and budget-friendly options drive sales

Growing focus on quality, despite ongoing price sensitivity

Evolving lifestyles and global cultural influences reshape consumer preferences

WHAT'S NEXT?

Ongoing positive sales, supported by polarised trends of premiumisation and affordability

Ongoing health and wellness trends focus on nutritional options — even at higher prices

Expansion of convenience stores in line with urbanisation

COMPETITIVE LANDSCAPE

Zenú, Bimbo, and Diana all in close brand competition, with combined private label holding the largest share
Nutrimenti de Colombia benefits from broad portfolio penetration, while Option meets modern demands

CHANNELS

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