



**Euromonitor
International**

Baked Goods in Chile

November 2025

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2025 DEVELOPMENTS

Price rises hitting bread but consumers interested in healthy options

INDUSTRY PERFORMANCE

Cost-push pressures slow down Chile's baked goods sector

Growing interest in unpackaged pastries

WHAT'S NEXT?

Supermarket convenience and innovation shape the future of baked goods

Wellness and tradition drive transformation

Bakeries embrace technology and transparency to drive sustainable growth

COMPETITIVE LANDSCAPE

Sourdough and wholegrain trends reinforce artisanal bread's dominance

Empresas Carozzi committed to enhancing production processes

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Proximity and accessibility key

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Staple Foods in Chile - Industry Overview

EXECUTIVE SUMMARY

Inflation and uncertainty encourage search for value

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Responding to challenges posed during previous year

Ongoing uncertainty affecting consumer behaviour

WHAT'S NEXT?

Rise in health consciousness and environmental awareness

Persistent interest in private label products

Health and wellness and sustainability influencing demand across categories

COMPETITIVE LANDSCAPE

Strong demand for artisanal bread

Tucapel expanding strongly

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Supermarkets is the leading channel for staple foods

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