



**Euromonitor
International**

The Rise of Private Label Packaged Food in Latin America

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EXECUTIVE SUMMARY

The Rise of Private Label Packaged Foods in Latin America

Key findings

INTRODUCTION

Socioeconomic factors and retail shifts drive private label growth in Latin America

PRIVATE LABEL PACKAGED FOOD EXPANDS IN LATIN AMERICA

Latin America offers fertile ground for private label development

Private label market share varies significantly across Latin American countries

Private label shows a higher value share in staple foods and other essential categories

High private label share in advanced economies signals potential in Latin America

Retailers are adopting diverse portfolio strategies for their private label product ranges

Private label products in Latin America are diversifying in price and functionality

ECONOMIC CONDITIONS FUEL DEMAND FOR AFFORDABILITY

The macroeconomic environment benefits private label in Latin America

The two largest economies in Latin America expect low growth for 2025

CONSUMERS TURN TO PRIVATE LABEL UNDER FINANCIAL PRESSURE

Consumer concerns and financial pressures drive them towards private label purchases

A wider range of income segments are embracing private label products

GROCERY RETAIL IS SHIFTING TOWARDS VALUE AND CONVENIENCE

The demand for value and convenience is reshaping the grocery retailers landscape

Discounter, convenience store, and warehouse club growth benefits private label

The growth of discounters is crucial to the expansion of private label's value share

Convenience stores growth, led by OXXO, contributes to private label expansion

Warehouse clubs make noticeable contribution to private label growth as well

The share of private label products is also growing in the e-commerce channel

CONCLUSION

Recommendations/opportunities for manufacturers

Recommendations/opportunities for retailers

Evolution of private label in Latin America

Private label development in Latin America

Questions we are asking

Appendix: Status of private label value share in selected retailers

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/the-rise-of-private-label-packaged-food-in-latin-america/report.