

# Baked Goods in Chile

November 2023

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## Baked Goods in Chile - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Impact of war in Ukraine on bread supplies in Chile  
Baked goods in Chile mainly driven by artisanal producers  
Grupo Bimbo creates new factory in the Ñuble region

#### PROSPECTS AND OPPORTUNITIES

Chileans will continue to favour artisanal bread due to higher quality and greater affordability  
Cakes will continue to recover from impact of pandemic in line with more frequent social gatherings  
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