

Processed Meat, Seafood and Alternatives to Meat in Latin America

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Key findings

REGIONAL OVERVIEW

Latin American historic period CAGR boosted by 2020 sales spike

Positive annual growth rates expected throughout the forecast period

Mexico and Brazil account for the bulk of new sales in 2016-2021

Chilled processed meat adds the most new sales in 2016-2021

All categories declining in Argentina in 2016-2021

Growth slows in 2021 after the pandemic-induced sales spike in 2020

Independent small grocers still lead in Mexico...

...but supermarkets lead in Brazil and Argentina

LEADING COMPANIES AND BRANDS

Generally consolidated national markets in Latin America

Sigma Alimentos maintains its leading position in Latin America

Mexico and Brazil the major revenue generators in the region's top 10

Argentinian brand Paladini continues to move up the rankings

FORECAST PROJECTIONS

Positive growth rates expected throughout 2021-2026

Reformulations may be needed to meet new labelling regulations

Growing demand for plant-based products

COUNTRY SNAPSHOTS

Argentina: Market Context

Argentina: Competitive and Retail Landscape

Bolivia: Market Context

Bolivia: Competitive and Retail Landscape

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Brazil: Competitive and Retail Landscape

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Uruguay: Market Context

Uruguay: Competitive and Retail Landscape

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