Panettone is made of sweet dough and optional ingredients. In panettone some physical and chemical properties such as texture, volume, crumb porosity, and even moisture can determine not only the quality but also a greater acceptability by consumers. This work was aimed to determine some physical and physicochemical properties of certain brands of panettone commonly consumed at the Brazilian market. Nine trademarks samples were purchased in the commercial market. Volume was measured using the rapeseed displacement method. Image analysis was made using ImageJ software. Settings on the TA-XT2 Texturometer (Stable Microsystems Ltd, UK) were: probe compression platens P/75 (75 mm), double compression speed 2.0 mm/s, distance 40%, force 100g, time 5s. The textural parameters hardness, cohesiveness, springiness, chewiness, and adhesiveness were quantified. Also the bread humidity was determined by gravimetric method. Results showed significantly differences (p<0.05) between the samples. An increased volume was observed in sample G (74.83±4.61 cm³) and higher moisture in sample H (26.86±1.34 cm³). The porosity (alveolar structure) was more homogeneous in sample B and the ratio between cell area and total area was higher in samples A and E. In relation to texture, values of hardness (7.55±0.64 N) and chewiness (1.68±0.27) were significantly higher in sample C when compared to the other samples, especially E which showed the lowest values (2.14±0.40 N and 0.51±0.08 for hardness and chewiness, respectively). Values of springiness and cohesiveness were elevated in sample I (0.71±1.11 and 0.51±0.04, respectively). This work could lead to standardization of some parameters of this type of products.