

## **Breakfast Cereals in Colombia**

Market Direction | 2022-11-14 | 19 pages | Euromonitor

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### **Report description:**

Hot cereals is set to be the only category within breakfast cereals to record growth in retail volume terms in 2022. The category has been benefiting from being a naturally healthy breakfast option, with oats linked to reducing cholesterol as well as being packed with vitamins, minerals and fibre. The category is also benefiting from the versatility of oats which can be used in different preparations like pancakes or muffins for example, making them suitable for both a healthy breakfast or snack...

Euromonitor International's Breakfast Cereals in Colombia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Hot Cereals, RTE Cereals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Breakfast Cereals market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Breakfast Cereals in Colombia  
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Kellogg retains strong lead but faces increased competition

Price sensitivity benefits private label sales

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