

## **Breakfast Cereals in Mexico**

Market Direction | 2022-11-14 | 22 pages | Euromonitor

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### **Report description:**

Breakfast cereals benefited from the lockdowns and the shift to remote working during the pandemic, as consumers looked for quick and convenient options for breakfast at home. Prior to the COVID-19 crisis, there had been signs of consumers increasingly looking for healthier breakfast alternatives, such as yoghurt and bread, as well as products which can be consumed on-the-go, such as cereal bars. However, the outbreak of COVID-19 forced consumers to refocus their priorities, with many seeking ou...

Euromonitor International's Breakfast Cereals in Mexico 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.

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Kellogg retains dominant position as players look for new ways to attract shoppers

Players making more effort to improve the perception of breakfast cereals

#### PROSPECTS AND OPPORTUNITIES

Private label to increase its share but Kellogg likely to retain dominance

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