

**Breakfast Cereals in Uruguay**

Market Direction | 2022-11-29 | 17 pages | Euromonitor

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**Report description:**

In 2022, breakfast cereals as a whole continued growing in volume terms despite the end of the pandemic and people returning to the office. The overall expansion of volume sales is being driven by higher consumption of muesli and granola among younger adults, a habit that developed during the pandemic. The global health and wellness trend is clearly evident in Uruguay, with many consumers looking to eat more healthily, and breakfast is no exception. Muesli and granola are mainly available in mod...

Euromonitor International's Breakfast Cereals in Uruguay 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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Euromonitor International

November 2022

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