

## **Breakfast Cereals in Guatemala**

Market Direction | 2022-12-21 | 19 pages | Euromonitor

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### **Report description:**

Breakfast cereals saw positive growth in volume terms growth in 2022. Unlike some other areas of packaged foods, the COVID-19 pandemic had a positive impact on sales of breakfast cereals, with the closure of non-essential businesses, resulting in some stockpiling of these products. Moreover the category benefited from periods of home seclusion in 2020, which resulted in families spending more time together for meals, including breakfast, with the positive impact of this trend continuing into 202...

Euromonitor International's Breakfast Cereals in Guatemala 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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December 2022

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Breakfast cereals see movement towards on-the-go packaging

Price remains an important consideration, with small pack sizes gaining in prominence

Kellogg's maintains its lead

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Health trends become increasingly important

Polarisation will become more evident

Innovations will be confined largely to packaging

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