

Breakfast Cereals in Brazil

Market Direction | 2023-02-01 | 20 pages | Euromonitor

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Report description:

Pandemic-related restrictions were gradually lifted in Brazil until almost complete suspension across most of the country in 2022, instilling a greater sense of confidence among the local population. Nevertheless, COVID-19 negatively impacted several macroeconomic indicators such as unemployment rates, which remained high throughout the year and negatively affected the disposable incomes of many mid-income Brazilians. This also resulted in more cautious and planned shopping behaviour, with many...

Euromonitor International's Breakfast Cereals in Brazil 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 2018-2022, 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 2027, 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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reliable information resources to help drive informed strategic planning.

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Diversification of channels and widespread presence of regional chains set the tone for breakfast cereals

New packaging regulation guidelines challenge category players

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