

## **Breakfast Cereals in Argentina**

Market Direction | 2023-11-20 | 19 pages | Euromonitor

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### **Report description:**

In 2022, breakfast cereals in Argentina suffered stagnant sales in volume terms, and in 2023 the category is seeing a marginal decline. This dip is down to the repercussions of the labelling law introduced towards the end of 2021, which has altered consumer perceptions significantly. The law mandates stark 'black octagon' warnings on packaging that indicates high sugar content, undermining the image of breakfast cereals as healthful choices. Industry insights from trade press surveys reveal a di...

Euromonitor International's Breakfast Cereals in Argentina 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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Labelling law negatively impacts breakfast cereals  
Private label remains on the up  
Pandemic-inspired consumption patterns continue  
Price hikes stay below inflation rate for breakfast cereals

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