

**Breakfast Cereals in Colombia**

Market Direction | 2023-11-23 | 20 pages | Euromonitor

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**Report description:**

In 2023, hot cereals, muesli, and granola, as product areas, have recorded the most robust sales performance. Hot cereals, primarily oats, along with muesli and granola, have benefited from their healthier attributes when compared to other breakfast cereal categories like flakes and children's breakfast cereals.

Euromonitor International's Breakfast Cereals in Colombia 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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**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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