

Breakfast Cereals in Mexico

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

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Report description:

Retail volume sales of breakfast cereals in Mexico are continuing to gradually increase in 2023. However, the performance varies significantly among the different types. Children's breakfast cereals leads the expansion in 2023, driven by the availability of more affordable pack sizes, mainly 30g. These smaller pack sizes have gained popularity in modern grocery retailers such as hypermarkets and supermarkets, as players increasingly focus on offering more affordable options to parents.

Euromonitor International's Breakfast Cereals in Mexico 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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Players focus on changing unhealthy perceptions among local consumers

Multinationals lead sales with a solid position in modern and traditional channels

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