

## **Breakfast Cereals in Ecuador**

Market Direction | 2023-11-23 | 18 pages | Euromonitor

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### **Report description:**

Breakfast cereal prices have witnessed a significant rise in 2023, the result of the ongoing inflations and the rising costs of raw materials. Many prominent cereal brands, including Chocapic, Froot Loops, Trix, and Zucaritas, are imported, rendering them susceptible to global price fluctuations.

Euromonitor International's Breakfast Cereals in Ecuador 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
November 2023

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Price rises lead consumers to reach for more affordable options  
Hard discounters and newer, affordable brands increase competitiveness  
Multinationals dominate as Nestle focuses on innovation

#### PROSPECTS AND OPPORTUNITIES

International prices will continue to grow, impacting buying habits  
Sugar reduction is not a key focus of cereal manufacturers in Ecuador  
Brands focus on extending variety through locally sourced ingredients

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