

Breakfast Cereals in Guatemala

Market Direction | 2023-11-24 | 17 pages | Euromonitor

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Report description:

Breakfast cereal is expected to register moderate volume growth, but marginal constant value growth, as inflation continues to hit profit margins. Imported brands in particular are hit by price rises as pressures from energy bills, transport, labour costs and the cost of raw materials such as wheat all lead to increased costs. In particular, family breakfast cereal is experiencing significant price hikes, which is dampening volume demand somewhat. This is seeing consumers trading down.

Euromonitor International's Breakfast Cereals in Guatemala 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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