

Breakfast Cereals in Mexico

Market Direction | 2024-10-28 | 20 pages | Euromonitor

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Report description:

In a challenging environment, producers of breakfast cereals in Mexico face an increasingly competitive landscape where they are attempting to attract consumers. Since breakfast cereals are price-sensitive products, promotions and discounts are playing a key role in boosting retail volume sales in 2024, mainly driven by modern grocery channels such as supermarkets and hypermarkets.

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 2019-2023, 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 2028, 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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Both indulgence and healthy preferences negatively impact flakes

Multinational Kellogg retains dominance of breakfast cereals

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