

Breakfast Cereals in Peru

Market Direction | 2024-11-04 | 19 pages | Euromonitor

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Report description:

Due to an ongoing uncertain economy, consumers are increasingly seeking lower price points. While retail value sales grew by 3% in 2024, volume was much lower at under 1%. While prices stabilised in 2024, this was insufficient to trigger significant volume growth. Peruvian consumers have become increasingly cautious with their spending, particularly evident in products deemed non-essential. As a result, there has been a noticeable shift towards more economically priced options, benefitting priva...

Euromonitor International's Breakfast Cereals in Peru 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Euromonitor International
November 2024

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Consumers look for economic alternatives as private label gains ground
Cereals with a healthy positioning showcase a stronger performance
Alicorp retains its top position with lower price points than major brands

PROSPECTS AND OPPORTUNITIES

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Breakfast cereals will continue to be led by familiar, local brands
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