

Breakfast Cereals in Bolivia

Market Direction | 2024-11-11 | 20 pages | Euromonitor

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Report description:

In 2024, retail prices for breakfast cereals experienced constant increases, with one of the primary drivers being the shortage of foreign currency in Bolivia's banking system. This category relies heavily on imports, both for finished products and for raw materials like oats, corn, and food colouring used by local brands. Due to limited foreign currency, the banking system significantly raised fees for international payments, which were subsequently reflected in higher retail prices for breakfa...

Euromonitor International's Breakfast Cereals in Bolivia 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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The illegal market tends to lose relevance, favouring leading brands

Children's cereals show a higher level of resilience in inflationary periods

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