

Breakfast Cereals in Argentina

Market Direction | 2024-11-25 | 18 pages | Euromonitor

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Report description:

In 2024, breakfast cereals in Argentina is suffering a significant contraction in retail volume sales as consumers tighten their belts in the face of decreasing purchasing power and rising unemployment. With all segments falling, children's breakfast cereals is faring better than the rest as local parents opt to cut expenses in other areas rather than on products for their children.

Euromonitor International's Breakfast Cereals in Argentina 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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