

## **Breakfast Cereals in Ecuador**

Market Direction | 2024-11-25 | 19 pages | Euromonitor

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### **Report description:**

In 2024, RTE cereals continues to be led by McDougal, a low-cost national brand owned by Kellogg Ecuador Cia Ltda Ecuakellogg, which enjoys strong recognition throughout the country. However, it has been significantly impacted by the growing presence of private label. As a low-cost brand, McDougal faces direct competition from private label, particularly Tuti's Muki brand. With the prevailing economic challenges, consumers have become increasingly price sensitive and are actively seeking savings...

Euromonitor International's Breakfast Cereals in Ecuador 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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November 2024

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