

Breakfast Cereals in Brazil

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Breakfast Cereals in Brazil - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Breakfast cereals navigates indulgence and health, but there is still room for convenience Foodservice is a gateway to increase the consumption of breakfast cereals at home Neighbourhood green retailers boost sales of healthy breakfast cereals

PROSPECTS AND OPPORTUNITIES

Health trends and FOP warnings may result in a greater focus on granola, flakes, and muesli Artisanal granola and granola with health claims set to gain popularity Innovation also expected in indulgent breakfast cereals

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