



Euromonitor
International

Breakfast Cereals in Peru

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

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/breakfast-cereals-in-peru/report.