

Breakfast Cereals in Chile

October 2024

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Breakfast Cereals in Chile - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing awareness of ingredients in children breakfast cereals Nestlé Chile SA leads in breakfast cereals through combination of innovation and promotion Continued growth of private label products

PROSPECTS AND OPPORTUNITIES

Future inflation trends will have impact on market for breakfast cereals Rising demand for health-oriented products will drive product innovation in breakfast cereals Growing importance of sustainability in manufacturing process

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DISCLAIMER

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