



Euromonitor
International

Breakfast Cereals in Mexico

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Table of Contents

Breakfast Cereals in Mexico - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Promotions and discounts boost retail volume sales
Both indulgence and healthy preferences negatively impact flakes
Multinational Kellogg retains dominance of breakfast cereals

PROSPECTS AND OPPORTUNITIES

Other RTE cereals set to record weakest performance
Children's breakfast cereals offers growth potential despite decline in population aged 0-14 years
Private label likely to gain further ground over forecast period

CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2019-2024
Table 2 - Sales of Breakfast Cereals by Category: Value 2019-2024
Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024
Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2020-2024
Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2021-2024
Table 7 - Distribution of Breakfast Cereals by Format: % Value 2019-2024
Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029
Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2024-2029
Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029
Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

Staple Foods in Mexico - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for staple foods?

MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2019-2024
Table 13 - Sales of Staple Foods by Category: Value 2019-2024
Table 14 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
Table 15 - Sales of Staple Foods by Category: % Value Growth 2019-2024
Table 16 - NBO Company Shares of Staple Foods: % Value 2020-2024
Table 17 - LBN Brand Shares of Staple Foods: % Value 2021-2024
Table 18 - Penetration of Private Label by Category: % Value 2019-2024
Table 19 - Distribution of Staple Foods by Format: % Value 2019-2024
Table 20 - Forecast Sales of Staple Foods by Category: Volume 2024-2029
Table 21 - Forecast Sales of Staple Foods by Category: Value 2024-2029
Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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