

Breakfast Cereals in Costa Rica

November 2023

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Breakfast Cereals in Costa Rica - Category analysis

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2023 DEVELOPMENTS

Innovation in children's breakfast cereals focuses on fun food and colourful designs New competitors are emerging in breakfast cereals Granola is growing in popularity and availability

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Greater emphasis on packaging innovation to deliver convenience Brands to shift towards cleaner and more natural ingredients Private label expected to evolve in breakfast cereals

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