Euromonitor International

Breakfast Cereals in Peru

November 2025

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Breakfast Cereals in Peru - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-led demand for oats supports resilience amid trading down to cheaper breakfasts

INDUSTRY PERFORMANCE

Oats and healthier cereals underpin performance as consumers rebalance value and nutrition
Hot cereals consolidate their role as nutritious and accessible breakfast options

WHAT'S NEXT?

Healthier breakfast habits and shifting segment roles will shape future category growth
Healthier breakfast cereals move into the mainstream of consumer demand
Innovation and format diversification help brands defend against private label pressure

COMPETITIVE LANDSCAPE

Alicorp reinforces leadership as imported brands cede ground to local value propositions
Ajeper accelerates growth via D'Gussto expansion in the traditional channel

CHANNELS

Traditional grocers remain central but gradually cede share to modern formats
Discounters gain relevance as private label oats and cereals anchor low-price strategies

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Staple Foods in Peru - Industry Overview

EXECUTIVE SUMMARY

Cost sensitivity, evolving health priorities and expanding private label offerings shape overall market performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability pressures reinforce the dominance of value-led formats and private label alternatives
Health redefinition accelerates demand for simpler, less processed and functionally oriented offerings
Indulgence constrained by rising input costs reshapes portfolios in baked goods and sweetened cereals

WHAT'S NEXT?

Moderate future growth supported by stable pricing, category maturity and broader availability in modern retail
Competitive environment intensifies as leaders strengthen portfolios and private label reshapes value dynamics
Modern retail expansion, discounter momentum and improving e-commerce logistics reshape channel dynamics

COMPETITIVE LANDSCAPE

Alicorp consolidates leadership through portfolio breadth, affordability strategies and strong distribution reach
Acquisitions, portfolio expansion and private label momentum reshape competitive dynamics

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