



**Euromonitor  
International**

# Breakfast Cereals in Chile

November 2025

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## Breakfast Cereals in Chile - Category analysis

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#### 2025 DEVELOPMENTS

Price concerns support budget products

#### INDUSTRY PERFORMANCE

Breakfast cereals face another year of slowdown

Flakes sees growth driven by products aligning with health trends

#### WHAT'S NEXT?

Health trends drive moderate growth in Chile's breakfast cereals

Natural, organic, and specialised cereals meet consumer demand

Agro-Conexión Expo fosters collaboration between farmers and suppliers

#### COMPETITIVE LANDSCAPE

Nestlé strengthens leadership through mini formats and nostalgia

Cola Cao builds on nostalgia with adaptive innovation

#### CHANNELS

Convenience and variety drive supermarket growth in breakfast cereals

Significant expansion for e-commerce

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## Staple Foods in Chile - Industry Overview

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Inflation and uncertainty encourage search for value

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#### INDUSTRY PERFORMANCE

Responding to challenges posed during previous year

Ongoing uncertainty affecting consumer behaviour

#### WHAT'S NEXT?

Rise in health consciousness and environmental awareness

Persistent interest in private label products

Health and wellness and sustainability influencing demand across categories

## COMPETITIVE LANDSCAPE

Strong demand for artisanal bread

Tucapel expanding strongly

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