Euromonitor International

Breakfast Cereals in Colombia

November 2025

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Breakfast Cereals in Colombia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales remain in a negative slump due to ongoing price sensitivity, albeit at less steep declines than seen last year

INDUSTRY PERFORMANCE

New product launches continue, despite sluggish performance
Health and wellness trends drive purchasing behaviour

WHAT'S NEXT?

Improving economic conditions will lead to increased demand
Manufacturers respond to demand for healthier options
On-the-go cereal packs will appeal to busy consumers

COMPETITIVE LANDSCAPE

Kellogg's leadership supported by ongoing innovations
Nutrimenti de Colombia one of few companies showing positive growth, thanks to respected local image

CHANNELS

Supermarkets and hypermarkets remain the key channels for breakfast cereals, thanks to wide array of products and special offers
Retail e-commerce sees growth in breakfast cereals, thanks to omnichannel strategies

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Staple Foods in Colombia - Industry Overview

EXECUTIVE SUMMARY

Positive sales in both value and volume, supported by home cooking trends

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Home meal preparation and budget-friendly options drive sales
Growing focus on quality, despite ongoing price sensitivity
Evolving lifestyles and global cultural influences reshape consumer preferences

WHAT'S NEXT?

Ongoing positive sales, supported by polarised trends of premiumisation and affordability
Ongoing health and wellness trends focus on nutritional options — even at higher prices
Expansion of convenience stores in line with urbanisation

COMPETITIVE LANDSCAPE

Zenú, Bimbo, and Diana all in close brand competition, with combined private label holding the largest share
Nutrimenti de Colombia benefits from broad portfolio penetration, while Option meets modern demands

CHANNELS

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