

Breakfast Cereals in Mexico

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthier and affordable options boost breakfast cereal consumption
Players focus on changing unhealthy perceptions among local consumers
Multinationals lead sales with a solid position in modern and traditional channels

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Private label set to gain further ground
Brighter economic context to boost demand for non-essential staple foods such as breakfast cereals
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Staple Foods in Mexico - Industry Overview

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DISCLAIMER

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