



Euromonitor
International

Breakfast Cereals in Ecuador

November 2025

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Breakfast Cereals in Ecuador - Category analysis

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2025 DEVELOPMENTS

Negative performance in 2025

INDUSTRY PERFORMANCE

Fall in volume sales, driven by decline in hot cereals

Other RTE cereals make highest gains

WHAT'S NEXT

Growth in breakfast cereals will come from affordable RTE options, as hot cereals lose momentum

Increasing demand for breakfast cereals with a healthier positioning

Increasing polarisation, with affordability and value-added benefits both driving sales

COMPETITIVE LANDSCAPE

PepsiCo still leads, but losing ground to private label

Private label makes significant gains

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Flat performance in 2025

Consumers continue to be price sensitive

Discounters making significant gains

WHAT'S NEXT

Moderate growth over forecast period

Innovation key for branded players to stay ahead

Limited value growth for e-commerce

COMPETITIVE LANDSCAPE

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