



**Euromonitor  
International**

# Breakfast Cereals in Brazil

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## Breakfast Cereals in Brazil - Category analysis

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#### 2025 DEVELOPMENTS

Hot cereals leads as value seeking and health concerns reshape breakfast choices

#### INDUSTRY PERFORMANCE

Inflation and consumer preferences shape development in breakfast cereals

Private label expands as health trends shape progress

Hot cereals sees fastest growth in 2025

#### WHAT'S NEXT?

Breakfast cereals poised for strong growth amid economic stability and demographic expansion

Innovation in terms of functional benefits and cleaner labels

Producers reformulate in line with wellness preferences

#### COMPETITIVE LANDSCAPE

Traditional brand Quaker focuses on new consumers to maintain leadership

PepsiCo invests in marketing and sustainability

Nestlé enjoys dynamic expansion through innovative new launches

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Rising food prices support continued value growth

Consumers shift towards warehouse clubs as private label expands

Regulations boost impact of current health trends

#### WHAT'S NEXT?

Essential nature of staple foods ensures further growth

Developments in distribution to further bolster sales  
Health, sustainability and convenience as key innovation drivers

## COMPETITIVE LANDSCAPE

Camil leads through strong legacy and diverse offering  
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