



**Euromonitor
International**

Breakfast Cereals in Bolivia

November 2025

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2025 DEVELOPMENTS

Shift towards economy packaging amid continuing inflationary pressures

INDUSTRY PERFORMANCE

Breakfast cereal consumption shifts towards economy packaging

Hot cereals shows greatest resilience

WHAT'S NEXT?

Economic climate will favour affordable local brands

Growing interest in plant-based protein will drive inclusion of local organic Andean grains

Children's breakfast cereals remain largely unregulated with regard to nutritional warning labels

COMPETITIVE LANDSCAPE

SIMSA consolidates its position within context of recurring price increases

Emerging player Minoil Ltda registers dynamic performance

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Staple Foods in Bolivia - Industry Overview

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INDUSTRY PERFORMANCE

Inflation drives value growth amid stagnant demand

Supply chain challenges reshape business priorities

Constrained budgets slow premiumisation

WHAT'S NEXT?

Modest growth anticipated, with affordability remaining key consideration

Health and nutrition trends shape innovation

Sustainability claims will grow in importance

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/breakfast-cereals-in-bolivia/report.