



Euromonitor
International

Breakfast Cereals in Colombia

November 2025

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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

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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

Small local grocers remain a cornerstone in distribution, but are facing rising competition from modern outlets
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