



Euromonitor  
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# 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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Supermarkets and small local grocers continue to lead

Discounters see value share increase by over a fifth

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Falling retail prices sees profit margins narrow

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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

Procesadora Nacional de Alimentos CA holds on to top spot

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