



Euromonitor
International

Breakfast Cereals in Brazil

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Table of Contents

Breakfast Cereals in Brazil - Category analysis

KEY DATA FINDINGS

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

CHANNELS

Warehouse clubs leads sales for breakfast cereals in 2025

Warehouse clubs channel steals share from supermarkets

CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 2 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

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Staple Foods in Brazil - Industry Overview

EXECUTIVE SUMMARY

Staples remain resilient as inflation and downtrading shape spending

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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
BRF rises rapidly thanks to aggressive strategy

CHANNELS

Warehouse clubs leads overall distribution as consumers seek out value-for-money
Warehouse clubs sees rapid growth, stealing share from small local grocers

MARKET DATA

- Table 12 - Sales of Staple Foods by Category: Volume 2020-2025
- Table 13 - Sales of Staple Foods by Category: Value 2020-2025
- Table 14 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
- Table 15 - Sales of Staple Foods by Category: % Value Growth 2020-2025
- Table 16 - NBO Company Shares of Staple Foods: % Value 2021-2025
- Table 17 - LBN Brand Shares of Staple Foods: % Value 2022-2025
- Table 18 - Penetration of Private Label by Category: % Value 2020-2025
- Table 19 - Distribution of Staple Foods by Format: % Value 2020-2025
- Table 20 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
- Table 21 - Forecast Sales of Staple Foods by Category: Value 2025-2030
- Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
- Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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