



Euromonitor
International

Breakfast Cereals in Dominican Republic

November 2025

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Breakfast Cereals in Dominican Republic - Category analysis

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2025 DEVELOPMENTS

Increasing focus on healthier offerings

INDUSTRY PERFORMANCE

Slight fall in volume sales

Hot cereals register both current value and volume growth

WHAT'S NEXT?

Muted performance over forecast period

Focus on healthier offerings

Government continues to push healthy eating

COMPETITIVE LANDSCAPE

Mercasid continues to lead and gains further value share

Private label gains most value share

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Supermarkets and hypermarkets continue to gain value share

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EXECUTIVE SUMMARY

Growing economy boosts consumption and value growth

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INDUSTRY PERFORMANCE

Increasing consumer confidence, but consumers still cautious

Affordability still key

Redefining of health shaping trends

WHAT'S NEXT?

Moderate performance over forecast period

Rice facing challenges

Focus on healthier positioning

COMPETITIVE LANDSCAPE

Local players have sizeable foothold

Private label makes significant gains

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