



# Breakfast Cereals in Peru

November 2025

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## Breakfast Cereals in Peru - Category analysis

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#### 2025 DEVELOPMENTS

Health-led demand for oats supports resilience amid trading down to cheaper breakfasts

#### INDUSTRY PERFORMANCE

Oats and healthier cereals underpin performance as consumers rebalance value and nutrition

Hot cereals consolidate their role as nutritious and accessible breakfast options

#### WHAT'S NEXT?

Healthier breakfast habits and shifting segment roles will shape future category growth

Healthier breakfast cereals move into the mainstream of consumer demand

Innovation and format diversification help brands defend against private label pressure

#### COMPETITIVE LANDSCAPE

Alicorp reinforces leadership as imported brands cede ground to local value propositions

Ajeper accelerates growth via D'Gussto expansion in the traditional channel

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Traditional grocers remain central but gradually cede share to modern formats

Discounters gain relevance as private label oats and cereals anchor low-price strategies

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## Staple Foods in Peru - Industry Overview

### EXECUTIVE SUMMARY

Cost sensitivity, evolving health priorities and expanding private label offerings shape overall market performance

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Affordability pressures reinforce the dominance of value-led formats and private label alternatives

Health redefinition accelerates demand for simpler, less processed and functionally oriented offerings

Indulgence constrained by rising input costs reshapes portfolios in baked goods and sweetened cereals

#### WHAT'S NEXT?

Moderate future growth supported by stable pricing, category maturity and broader availability in modern retail

Competitive environment intensifies as leaders strengthen portfolios and private label reshapes value dynamics

Modern retail expansion, discounter momentum and improving e-commerce logistics reshape channel dynamics

## COMPETITIVE LANDSCAPE

Alicorp consolidates leadership through portfolio breadth, affordability strategies and strong distribution reach  
Acquisitions, portfolio expansion and private label momentum reshape competitive dynamics

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