



**Euromonitor  
International**

# Breakfast Cereals in Bolivia

November 2025

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## Breakfast Cereals in Bolivia - Category analysis

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#### 2025 DEVELOPMENTS

Shift towards economy packaging amid continuing inflationary pressures

#### INDUSTRY PERFORMANCE

Breakfast cereal consumption shifts towards economy packaging

Hot cereals shows greatest resilience

#### WHAT'S NEXT?

Economic climate will favour affordable local brands

Growing interest in plant-based protein will drive inclusion of local organic Andean grains

Children's breakfast cereals remain largely unregulated with regard to nutritional warning labels

#### COMPETITIVE LANDSCAPE

SIMSA consolidates its position within context of recurring price increases

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## Staple Foods in Bolivia - Industry Overview

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Inflation and supply challenges drive value growth amid stagnant demand

### KEY DATA FINDINGS

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Inflation drives value growth amid stagnant demand

Supply chain challenges reshape business priorities

Constrained budgets slow premiumisation

#### WHAT'S NEXT?

Modest growth anticipated, with affordability remaining key consideration

Health and nutrition trends shape innovation

Sustainability claims will grow in importance

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/breakfast-cereals-in-bolivia/report](http://www.euromonitor.com/breakfast-cereals-in-bolivia/report).