



**Euromonitor
International**

Breakfast Cereals in Chile

November 2025

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2025 DEVELOPMENTS

Price concerns support budget products

INDUSTRY PERFORMANCE

Breakfast cereals face another year of slowdown

Flakes sees growth driven by products aligning with health trends

WHAT'S NEXT?

Health trends drive moderate growth in Chile's breakfast cereals

Natural, organic, and specialised cereals meet consumer demand

Agro-Conexión Expo fosters collaboration between farmers and suppliers

COMPETITIVE LANDSCAPE

Nestlé strengthens leadership through mini formats and nostalgia

Cola Cao builds on nostalgia with adaptive innovation

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Inflation and uncertainty encourage search for value

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Responding to challenges posed during previous year

Ongoing uncertainty affecting consumer behaviour

WHAT'S NEXT?

Rise in health consciousness and environmental awareness

Persistent interest in private label products

Health and wellness and sustainability influencing demand across categories

COMPETITIVE LANDSCAPE

Strong demand for artisanal bread

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