



Breakfast Cereals in Argentina

November 2025

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Breakfast Cereals in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic stabilisation supports only a mild rebound in breakfast cereals

INDUSTRY PERFORMANCE

Economic recovery lifts healthier cereal segments while children's cereals drag overall growth

Health-positioned cereals drive momentum as parents turn away from sugary options

WHAT'S NEXT?

Moderate growth expected as affordability and health trends shape demand

Health and wellness claims drive innovation and reshape category composition

Marketing restrictions under labelling law reshape product positioning

COMPETITIVE LANDSCAPE

Alimentos Granix and private label lead an increasingly value-driven category

Private label strengthens as Kellanova loses ground amid brand withdrawal

CHANNELS

Supermarkets and hypermarkets dominate cereal distribution

Hypermarkets face temporary slowdown but expected to recover over the forecast period

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EXECUTIVE SUMMARY

Fragile recovery slows growth despite easing inflation

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INDUSTRY PERFORMANCE

Black label regulation prompts reformulation rather than volume loss

Private label and modern retail adjust after the end of price controls

Consumers maintain cautious spending habits despite stabilisation

WHAT'S NEXT?

Gradual recovery and volume growth expected as economy stabilises

Manufacturers focus on healthier reformulations and innovation

Channel rebalancing and e-commerce expansion

COMPETITIVE LANDSCAPE

Molinos Río de la Plata maintains leadership across diverse staples

Frozen specialists outperform amid shifting consumption

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