



Euromonitor
International

Breakfast Cereals in Mexico

November 2025

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Breakfast Cereals in Mexico - Category analysis

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2025 DEVELOPMENTS

Challenging trading period for breakfast cereals

INDUSTRY PERFORMANCE

Lower purchasing power hampers demand for breakfast cereals

Indulgence and health appeal spurs growth in some categories

WHAT'S NEXT?

Innovation will bring higher value products to market

Rising demand for products made with simple, natural and nutritious ingredients

Private label to remain a niche in breakfast cereals

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Kellogg de México SA de CV leads with extensive brand portfolio

CHANNELS

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Growing scrutiny of processed foods drives emphasis on more natural ingredients

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Household dependency on staples to remain strong amid economic uncertainty

Expansion of modern retailers will raise visibility of staples

COMPETITIVE LANDSCAPE

Fragmented landscape is led by Grupo Bimbo SAB de CV

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