



# 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

#### COMPETITIVE LANDSCAPE

Kellogg de México SA de CV leads with extensive brand portfolio

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Economic strife shapes category performance

Growing scrutiny of processed foods drives emphasis on more natural ingredients

#### WHAT'S NEXT?

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

Toyo Suisan Kaisha Ltd is most dynamic player

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