



**Euromonitor
International**

Breakfast Cereals in Uruguay

November 2025

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Breakfast Cereals in Uruguay - Category analysis

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2025 DEVELOPMENTS

Retail volume and current value sales return to growth in 2025

INDUSTRY PERFORMANCE

Rising health-consciousness continues to favour muesli and granola

Flakes is the weakest performer in retail volume growth terms

WHAT'S NEXT?

Breakfast cereals consumption set to rise steadily

Muesli and granola expected to remain the fastest growing category

Health concerns will continue to be a focal point for innovation

COMPETITIVE LANDSCAPE

Nestlé del Uruguay SA remains the leading player in breakfast cereals

Soldo Hnos SA is the best performing company

CHANNELS

Supermarkets still the most important distribution channel

Penetration of e-commerce increases in 2025

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Staple Foods in Uruguay - Industry Overview

EXECUTIVE SUMMARY

Current value growth dips while retail volume sales decline slightly

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INDUSTRY PERFORMANCE

Reduction in cross-border shopping continues to buoy demand

Uruguayans show growing preference for healthier staple foods

WHAT'S NEXT?

Outlook for staple foods is generally positive

Private label lines set to continue gaining ground

COMPETITIVE LANDSCAPE

Soldo Hnos SA and Pontyn SA remain the top two players in staple foods
Leopoldo Gross & Asoc SA is the most dynamic company in value growth terms

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Food/drink/tobacco specialists remains the leading distribution channel
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