



Euromonitor
International

Breakfast Cereals in Dominican Republic

November 2025

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Breakfast Cereals in Dominican Republic - Category analysis

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2025 DEVELOPMENTS

Increasing focus on healthier offerings

INDUSTRY PERFORMANCE

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Hot cereals register both current value and volume growth

WHAT'S NEXT?

Muted performance over forecast period

Focos on healthier offerings

Government continues to push healthy eating

COMPETITIVE LANDSCAPE

Mercasid continues to lead and gains further value share

Private label gains most value share

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Growing economy boosts consumption and value growth

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Increasing consumer confidence, but consumers still cautious

Affordability still key

Redefining of health shaping trends

WHAT'S NEXT?

Moderate performance over forecast period

Rice facing challenges

Focus on heathier positioning

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