

Breakfast Cereals in the United Arab Emirates

Market Direction | 2022-11-11 | 18 pages | Euromonitor

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Report description:

Post-pandemic, local consumers are focusing on adopting healthier lifestyles to improve their physical and mental wellbeing, although they are limited by their budgets and rising prices due to inflation and supply chain issues. Breakfast cereals featuring natural ingredients are therefore proving particularly popular, as they are perceived as healthier. For instance, second-ranked category player Nestle has launched new organic breakfast cereals over the review period with no preservatives or ar...

Euromonitor International's Breakfast Cereals in United Arab Emirates report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Hot Cereals, RTE Cereals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Breakfast Cereals market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Consumers increasingly search for healthier natural variants, despite price pressures

Foodservice benefits from greater mobility but retail dominates demand, offering convenient meal solution

Consumers switch to oats in line with health trends

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Hot cereals to continue increasing in popularity

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