

Breakfast Cereals in China

Market Direction | 2022-11-15 | 19 pages | Euromonitor

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Report description:

Although all tiers of cities in China have experienced different levels of lockdowns in 2022, and consumption has been severely impacted, breakfast cereals is set to maintain positive current value growth due to the wellness trend, which developed rapidly during the pandemic. Muesli and granola is expected to see declines in both retail volume and current value terms, due to the shift of consumer preference and the end to significant advertising. However, hot cereals is set to continue to grow,...

Euromonitor International's Breakfast Cereals in China 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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BREAKFAST CEREALS IN CHINA

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Hot cereals suffers a less significant impact from Omicron outbreaks due to group buying

Calbee grows due to its unique taste and functional additives, despite decline for overall muesli and granola

PROSPECTS AND OPPORTUNITIES

Muesli and granola struggles with rapid changes in younger generations' preferences and health concerns

Hot cereals set to outperform muesli and granola due to increasing health awareness amongst those aged 65+

E-commerce to increase its share in breakfast cereals from a low base, driven by rising online shopping penetration and s-commerce

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