SCOTTS INTERNATIONAL

Breakfast Cereals in Malaysia

Market Direction | 2022-11-17 | 19 pages | Euromonitor

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Report description:

In the context of an uncertain and challenging economic environment, consumers are becoming more price-conscious and trading down to more for affordable breakfast meals. As a result, they are only consuming breakfast cereals occasionally and turning to the more competitively priced products and brands within the category. For instance, consumers prefer to purchase Koko Krunch from Nestle (M) Bhd instead of Kellogg's Frosties from Kellogg Asia Marketing Inc in children's breakfast cereals due to...

Euromonitor International's Breakfast Cereals in Malaysia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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