

Breakfast Cereals in the Philippines

Market Direction | 2022-11-15 | 20 pages | Euromonitor

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Report description:

Sales in breakfast cereals are normalising in 2022, following the boost seen in sales during the time of the COVID-19 pandemic. As seen across various food categories, a return to out-of-home lifestyles has resulted in fewer snacking occasions at home and thus is placing a degree of downwards pressure on sales - in contrast to the era of pandemic lockdowns, when we saw a boost to home-cooking and home-baking trends alongside a higher degree of snacking due to boredom and/or in seeking emotional...

Euromonitor International's Breakfast Cereals in Philippines 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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Children's breakfast cereals remain relevant, thanks to ongoing innovation from leading Koko Krunch brand

New product launches and limited-edition variants keep breakfast cereals interesting

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