

Breakfast Cereals in Thailand

Market Direction | 2022-11-23 | 22 pages | Euromonitor

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Report description:

Breakfast cereals is seeing stronger retail value sales growth in 2022 compared to 2021. Whilst consumers are increasingly seeking healthy diets in line with the health and wellness trends, thus preparing whole meals rather than quick preparation options, the return to out-of-home lifestyles and following the era of the pandemic means that consumers have less time to prepare whole meals than they did during the pandemic lockdowns, thus sustaining sales in breakfast cereals.

Euromonitor International's Breakfast Cereals in Thailand 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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Sales in breakfast cereals supported by a return to busy out-of-home lifestyles and children returning to school

Health and wellness trends boost demand for healthier options

Nestle maintains top place, with health and wellness trends driving innovations and sales

PROSPECTS AND OPPORTUNITIES

Domestic brands lead muesli and granola, with active product developments and strong promotions

Second-placed local player in children's breakfast cereals gains shares, thanks to understanding local consumers and offering cheaper prices

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