

Breakfast Cereals in Taiwan

Market Direction | 2022-12-06 | 19 pages | Euromonitor

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Report description:

Breakfast cereals has been amongst the categories to see demand significantly influenced by the surge in confirmed positive cases of COVID-19 in 2022. The rise in cases led to continuing home seclusion and more mandatory home quarantines, as well as an increase in studying and working from home. As a result, many people have continued to eat breakfast at home. Aside from the perceived health benefits, many consumers prefer breakfast cereals for its convenience, including its ease of preparation...

Euromonitor International's Breakfast Cereals in Taiwan 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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