

Breakfast Cereals in India

Market Direction | 2023-01-27 | 22 pages | Euromonitor

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Report description:

In 2022, prominent hot cereals brand Quaker expanded its portfolio to enter muesli and granola. Likewise, Tata Consumer Products expanded its range of hot cereals with the launch of Tata Soulfull Masala Oats+ in four different variants to cater for the wide ranging taste preferences in different parts of India. Additionally, newly-launched local brands such as Mamafeast are helping to expand the offer of breakfast cereals available to local consumers, thereby driving up interest in this dynamic...

Euromonitor International's Breakfast Cereals in India 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 2018-2022, 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 2027, 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.

Table of Contents:

Breakfast Cereals in India

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List Of Contents And Tables

BREAKFAST CEREALS IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Expansion into new types of breakfast cereals by existing players combined with entry of new brands raises competition within category

Breakfast cereals benefits from increasing inclination towards healthy lifestyles

Consumption occasions beyond breakfast drives demand for hot cereals

PROSPECTS AND OPPORTUNITIES

Strong habit persistence combined with affordability creates a challenge for breakfast cereals in India

Use of traditional grains set to intensify demand for products with specific ingredients

Retail e-commerce to remain key channel for stronger growth over forecast period

CATEGORY DATA

Table 1 Sales of Breakfast Cereals by Category: Volume 2017-2022

Table 2 Sales of Breakfast Cereals by Category: Value 2017-2022

Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2017-2022

Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Breakfast Cereals: % Value 2018-2022

Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2019-2022

Table 7 Distribution of Breakfast Cereals by Format: % Value 2017-2022

Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2022-2027

Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2022-2027

Table 10 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2022-2027

Table 11 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2022-2027

STAPLE FOODS IN INDIA

EXECUTIVE SUMMARY

Staple foods in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2017-2022

Table 13 Sales of Staple Foods by Category: Value 2017-2022

Table 14 Sales of Staple Foods by Category: % Volume Growth 2017-2022

Table 15 Sales of Staple Foods by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Staple Foods: % Value 2018-2022

Table 17 LBN Brand Shares of Staple Foods: % Value 2019-2022

Table 18 Penetration of Private Label by Category: % Value 2017-2022

Table 19 Distribution of Staple Foods by Format: % Value 2017-2022

Table 20 Forecast Sales of Staple Foods by Category: Volume 2022-2027

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Table 21 □Forecast Sales of Staple Foods by Category: Value 2022-2027

Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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