

## **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 Soufull 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.

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Breakfast cereals benefits from increasing inclination towards healthy lifestyles

Consumption occasions beyond breakfast drives demand for hot cereals

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