

## **China Breakfast Cereals Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-06-14 | 40 pages | MarketLine

### **AVAILABLE LICENSES:**

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

### **Report description:**

China Breakfast Cereals Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Breakfast Cereals in China industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The breakfast cereals market consists of retail sales of hot cereals and ready-to-eat cereals. Hot cereals segment consists of traditional products (e.g. porridge oats), instant mixes and ready-to-heat products. Ready-to-eat cereals segment consists of children's breakfast cereals and family breakfast cereals such as, flakes, muesli and other RTE cereals. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2022 exchange rates.
- The Chinese Breakfast Cereals market had total revenues of \$2,770.5 million in 2022, representing a compound annual growth rate (CAGR) of 4.5% between 2017 and 2022.
- Market consumption volume increased with a CAGR of 2.7% between 2017 and 2022, to reach a total of 406.4 million kilograms in 2022.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 6.8% for the five-year period 2022 - 2027, which is expected to drive the market to a value of \$3,846.6 million by the end of 2027.

#### Scope

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the breakfast cereals market in China
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the breakfast cereals market in China
- Leading company profiles reveal details of key breakfast cereals market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the China breakfast cereals market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the China breakfast cereals market by value in 2022?
- What will be the size of the China breakfast cereals market in 2027?
- What factors are affecting the strength of competition in the China breakfast cereals market?
- How has the market performed over the last five years?
- Who are the top competitors in China's breakfast cereals market?

#### **Table of Contents:**

##### Table of Contents

- 1 Executive Summary
  - 1.1. Market value
  - 1.2. Market value forecast
  - 1.3. Market volume
  - 1.4. Market volume forecast
  - 1.5. Category segmentation
  - 1.6. Geography segmentation
  - 1.7. Market share
  - 1.8. Market rivalry
  - 1.9. Competitive landscape
- 2 Market Overview
  - 2.1. Market definition
  - 2.2. Market analysis
- 3 Market Data
  - 3.1. Market value
  - 3.2. Market volume
- 4 Market Segmentation
  - 4.1. Category segmentation
  - 4.2. Geography segmentation
  - 4.3. Market distribution
- 5 Market Outlook
  - 5.1. Market value forecast
  - 5.2. Market volume forecast
- 6 Five Forces Analysis
  - 6.1. Summary
  - 6.2. Buyer power
  - 6.3. Supplier power
  - 6.4. New entrants

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6.5. Threat of substitutes
- 6.6. Degree of rivalry
- 7 Competitive Landscape
  - 7.1. Market share
  - 7.2. Who are the leading players in the Chinese breakfast cereals market?
  - 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?
  - 7.4. Which companies' market shares have suffered over the same period?
  - 7.5. What are the most popular brands in the Chinese breakfast cereals market?
- 8 Company Profiles
  - 8.1. Viz Branz Pte Ltd
  - 8.2. Nestle SA
  - 8.3. Taisun Enterprise Co., Ltd.
  - 8.4. Cereal Partners Worldwide S.A.
- 9 Macroeconomic Indicators
  - 9.1. Country data
- 10 Appendix
  - 10.1. Methodology
  - 10.2. Industry associations
  - 10.3. Related MarketLine research
  - 10.4. About MarketLine

## China Breakfast Cereals Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-06-14 | 40 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-23"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)  
[www.scotts-international.com](http://www.scotts-international.com)