

## **Breakfast Cereals in the Philippines**

Market Direction | 2023-11-20 | 19 pages | Euromonitor

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### **Report description:**

The increasingly hectic lifestyles of consumers propelled the expansion of breakfast cereals in retail volume terms in 2023. Due to their ease of preparation, such products emerged as a convenient morning meal option for many consumers, although the basis of the typical Filipino breakfast is still rice. Demand for breakfast cereals was also assisted by a greater flow of supplies, following on from the logistical challenges that arose during the time of the pandemic and more latterly, the war in...

Euromonitor International's Breakfast Cereals in Philippines 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.

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Players focus on health benefits of their products

Breakfast cereals benefit from wider distribution and greater variety of pack sizes

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Breakfast cereals will continue to gain popularity, thanks to growing demand for convenience

Manufacturers will focus on health and wellness to drive consumption

International players will continue to dominate

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