

## **Breakfast Cereals in Vietnam**

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

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### **Report description:**

Demand for breakfast cereals remained very limited in Vietnam in 2023, due to the overwhelming importance of traditional specialities such as xoi (sticky rice), pho (a broth containing rice noodles, meat and herbs), bun bo (a spicy broth associated with the city of Hue) and banh mi (Vietnamese bread) as morning meal options. These kinds of foods are widely available, as well as being reasonably priced. As a consequence, breakfast cereals tend to be consumed mainly by expats living in Vietnam and...

Euromonitor International's Breakfast Cereals in Vietnam 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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Muesli and granola benefit from their healthy positioning, as well as influence of social media

Milo joins forces with Waner Bros to strengthen appeal among children

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