

## **Breakfast Cereals in Pakistan**

Market Direction | 2023-11-28 | 18 pages | Euromonitor

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### **Report description:**

While breakfast cereal is expected to register double-digit value growth, constant value growth is expected to be minimal and volume sales are expected to fall. Continuing soaring inflation dampens volume growth, in spite of population growth, as consumers opt for cheaper breakfast options such as roti and other local cooked staples. While family breakfast cereal and in particular flakes continues to account for most volume sales, hot cereals is expected to fare best in 2023, seeing the smallest...

Euromonitor International's Breakfast Cereals in Pakistan 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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Euromonitor International  
November 2023

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