

Breakfast Cereals in Malaysia

Market Direction | 2023-12-07 | 20 pages | Euromonitor

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Report description:

Retail sales of breakfast cereals in Malaysia recorded continued growth in volume terms in 2023. This was in spite of the weakening of the local currency, the ringgit, against the US dollar, which brought about higher import costs. With Malaysia importing most of its breakfast cereals, consumers had to pay a higher price for such products. Nestle (M) Bhd, for example, increased the prices of all its breakfast cereals in September 2023, reflecting higher costs for sugar, cocoa and grains.

Euromonitor International's Breakfast Cereals in Malaysia 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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