

Breakfast Cereals in Indonesia

Market Direction | 2024-02-05 | 20 pages | Euromonitor

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Report description:

Overall breakfast cereals posted positive growth in terms of retail volume sales in 2023 at a similar rate to that recorded in 2022. The key consumer group for breakfast cereals in Indonesia consists of upper-income professionals who make up a minority of the country's total population. As such, players in breakfast cereals are targeting consumers who are fairly inelastic in terms of demand relative to prices, with 2023 being another year of price rises resulting from Indonesia's reliance on imp...

Euromonitor International's Breakfast Cereals in Indonesia 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 2019-2023, 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 2028, 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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