

Breakfast Cereals in South Korea

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

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Report description:

While retail volume sales of both children's breakfast cereals and family breakfast cereals continue to decline in 2023 due to greater mobility following the easing of restrictions in South Korea, demand remains above pre-pandemic levels. Players in RTE cereals are diversifying their product offerings to include portable cup formats that can be consumed outside of the home and energy bars. The introduction of cereal or energy bars (under snacks and therefore not under the remit of this report) i...

Euromonitor International's Breakfast Cereals in South Korea 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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