

Breakfast Cereals in Taiwan

Market Direction | 2024-02-27 | 19 pages | Euromonitor

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Report description:

Breakfast cereals in Taiwan was negatively affected by the lifting of COVID-19 restrictions. This resulted in the return to working outside the home, travel and on-the-go consumption. Hence, the occasions for having breakfast at home in Taiwan were reduced in 2023. This directly impacted the consumption of breakfast cereals, which are mainly consumed at home, and, following spikes in retail volume sales in 2020 and 2021, led to declines in demand in 2022 and, especially, 2023.

Euromonitor International's Breakfast Cereals in Taiwan 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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