

Breakfast Cereals in Hong Kong, China

Market Direction | 2024-03-06 | 20 pages | Euromonitor

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Report description:

Breakfast cereals is set to see growth in retail current value terms in Hong Kong in 2023, although retail volume sales are anticipated to remain fairly static. The resumption of office working has been leading to a shift in consumer demand from hot cereals to ready-to-eat (RTE) cereals in retail, with hot cereals set to turn to volume decline in Hong Kong in 2023, and RTE cereals expected to see growth. With less time available to prepare and eat breakfast at home, more consumers are opting for...

Euromonitor International's Breakfast Cereals in Hong Kong, China 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
March 2024

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Back-to-office routine benefits RTE cereals, as a convenient breakfast choice

Competition remains intense, especially in muesli and granola

Proactive marketing and product education activities help Quaker to lead other RTE cereals

PROSPECTS AND OPPORTUNITIES

The healthy eating trend will be a key driver of growth in the consumption of breakfast cereals

Differentiation strategy will be needed to stand out

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