

## **Breakfast Cereals in India**

Market Direction | 2024-03-25 | 23 pages | Euromonitor

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### **Report description:**

Breakfast cereals maintained dynamic retail volume and current value growth in India in 2023, rising from a small base. Retail per capita consumption of breakfast cereals remains low in India due to limited consumption occasions. Players in breakfast cereals have therefore focused on launching new variants targeting different consumer groups. For instance, Kellogg India, which is the leading player in breakfast cereals in the country, teamed up with Hershey, which has strong brand equity in choc...

Euromonitor International's Breakfast Cereals in India 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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