

Breakfast Cereals in China

Market Direction | 2024-10-28 | 20 pages | Euromonitor

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Report description:

In 2024, breakfast cereals in China is expected to maintain retail volume and current value growth, primarily driven by increasing consumer health awareness, urbanisation, and changing lifestyles. Hot cereals has been gaining popularity, and this is set to continue in 2024, due to the healthy image of such products, particularly amongst older people and those seeking quick meals. Given that older consumers form a significant part of the consumer base for hot cereals, manufacturers are introduc...

Euromonitor International's Breakfast Cereals in 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.

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The continued rise in health consciousness will negatively impact the growth of muesli and granola
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