

Breakfast Cereals in the United Arab Emirates

Market Direction | 2024-11-13 | 19 pages | Euromonitor

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Report description:

Retail volume sales of breakfast cereals in the United Arab Emirates remain flat in 2024, with only modest gains in retail value terms. This stagnation reflects contrasting trends in the local market. On the one hand, there is an increase in volume sales of perceived healthier options such as hot cereals, and muesli and granola. These products are considered nutritious options, often containing wholegrains, high fibre content, and minimal added sugars. Many health-conscious consumers are shiftin...

Euromonitor International's Breakfast Cereals in United Arab Emirates 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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