

Breakfast Cereals in Singapore

Market Direction | 2024-11-18 | 20 pages | Euromonitor

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Report description:

Retail volume sales of breakfast cereals are set to grow in Singapore in 2024, though not as rapidly as in the previous year. Volume growth has been constrained by further price increases during the year. Most products in the breakfast cereals category in Singapore are imported and hence subject to fluctuations in exchange rates and disruption in the global market. The overall unit price of breakfast cereals saw inflation in 2023 and 2024 due to supply chain issues and the rising costs of raw ma...

Euromonitor International's Breakfast Cereals in Singapore 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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