

## **Breakfast Cereals in Pakistan**

Market Direction | 2024-12-05 | 18 pages | Euromonitor

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### **Report description:**

Despite the ongoing boycott movement and inflationary pressures in Pakistan, premium breakfast cereal brands have remained largely unaffected, even recording a nominal increase in market share in 2024. Brands such as PepsiCo's Quaker, Nestle Cereals, and Kellogg's cater predominantly to high-income consumers, a demographic less inclined to participate in boycotts. Additionally, price hikes in this category have been minimal, allowing affluent consumers to continue purchasing these premium produc...

Euromonitor International's Breakfast Cereals in Pakistan 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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