

## **Breakfast Cereals in Vietnam**

Market Direction | 2024-12-11 | 22 pages | Euromonitor

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### **Report description:**

Breakfast cereals in Vietnam is set to record moderate retail volume growth in 2024, driven by the healthy living and convenience trends. As more people embrace healthier lifestyles and seek time-saving breakfast solutions, breakfast cereals such as hot cereals, are becoming more popular. Hot cereals, which targets mainly adults, is benefiting from the health and wellness trend, as many of them are marketed as nutritious options rich in fibre, vitamins, or minerals. These offerings cater to the...

Euromonitor International's Breakfast Cereals in Vietnam 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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December 2024

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Potential for incumbents and new players to tap into a developing category

Consumption of breakfast cereals expands through marketing promotions and partnerships

**PROSPECTS AND OPPORTUNITIES**

Growth in muesli and granola expected to be driven by wellness trends over the forecast period

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