

## **Breakfast Cereals in Thailand**

Market Direction | 2025-01-24 | 22 pages | Euromonitor

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### **Report description:**

Breakfast cereals in Thailand is expected to record stable retail volume growth in 2024, along with slower retail current value growth, as cost pressures on key ingredients such as wheat and sugar are expected to ease towards the end of the year along with the stabilisation of global supply chains. Consequently, price increases for breakfast cereals are anticipated to settle.

Euromonitor International's Breakfast Cereals in Thailand 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 2020-2024, 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 2029, 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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## Table of Contents:

Breakfast Cereals in Thailand  
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### List Of Contents And Tables

#### BREAKFAST CEREALS IN THAILAND

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Breakfast cereals sees continued growth as inflationary pressures ease

Muesli and granola benefits from health-focused innovations

Quaker continues to lead hot cereals

##### PROSPECTS AND OPPORTUNITIES

Breakfast cereals set to see modest growth, with convenience and product availability remaining important growth drivers

Health and wellness trend will influence consumer choice, but not in all categories

Flavour innovations will continue to pique consumers' interest

##### CATEGORY DATA

Table 1 Sales of Breakfast Cereals by Category: Volume 2019-2024

Table 2 Sales of Breakfast Cereals by Category: Value 2019-2024

Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024

Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Breakfast Cereals: % Value 2020-2024

Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2021-2024

Table 7 Distribution of Breakfast Cereals by Format: % Value 2019-2024

Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029

Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2024-2029

Table 10 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

#### STAPLE FOODS IN THAILAND

##### EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for staple foods?

##### MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2019-2024

Table 13 Sales of Staple Foods by Category: Value 2019-2024

Table 14 Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 15 Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 16 NBO Company Shares of Staple Foods: % Value 2020-2024

Table 17 LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 18 Penetration of Private Label by Category: % Value 2019-2024

Table 19 Distribution of Staple Foods by Format: % Value 2019-2024

Table 20 Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 21 □Forecast Sales of Staple Foods by Category: Value 2024-2029

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Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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