

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.

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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Muesli and granola benefits from health-focused innovations

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