

# Breakfast Cereals in China

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## Abstracts

In 2023, retail current value sales of breakfast cereals are expected to return to growth after decline in 2022. However, value growth is set to be negligible, and retail volume sales are set to see a slight decline, partly due to the return to consumption outside the home, with foodservice volume sales set to see solid growth from a low base. However, the main reason for the lack of movement in 2023 is the further decline of family breakfast cereals and muesli and granola. Sales of muesli and g...

Euromonitor International's Breakfast Cereals in China 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 2018-2022, 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 directly informs our forecasts to 2027, 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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