

Breakfast Cereals in China

<https://marketpublishers.com/r/B3A160055E0EN.html>

Date: November 2023

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: B3A160055E0EN

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.

Contents

Breakfast Cereals in China
Euromonitor International
November 2023
List Of Contents And Tables
BREAKFAST CEREALS IN CHINA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Little growth overall, but hot cereals increases thanks to new product development
Presence in dynamic hot cereals extends the positions of the leaders
E-commerce maintains its high share in breakfast cereals despite return to stores
PROSPECTS AND OPPORTUNITIES

Muesli and granola will continue to suffer due to caution about sugar intake
Hot cereals set to outperform due to popularity amongst older population
E-commerce likely to continue to increase its share in breakfast cereals

CATEGORY DATA

Table 1 Sales of Breakfast Cereals by Category: Volume 2018-2023
Table 2 Sales of Breakfast Cereals by Category: Value 2018-2023
Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023
Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Breakfast Cereals: % Value 2019-2023
Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023
Table 7 Distribution of Breakfast Cereals by Format: % Value 2018-2023
Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028
Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028
Table 10 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028
Table 11 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

STAPLE FOODS IN CHINA

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for staple foods?

MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2018-2023

Table 13 Sales of Staple Foods by Category: Value 2018-2023

Table 14 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 15 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 17 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 18 Penetration of Private Label by Category: % Value 2018-2023

Table 19 Distribution of Staple Foods by Format: % Value 2018-2023

Table 20 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 21 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 22 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 23 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Breakfast Cereals in China

Product link: <https://marketpublishers.com/r/B3A160055E0EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B3A160055E0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970