

Breakfast Cereals in the Philippines

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Sales of breakfast cereals grew by 8% in current retail value terms and by 5% in retail volume terms in 2017, rates that were both slightly faster than in 2016. Even if major brands were not active in introducing new options, consumption of breakfast cereals is improving, driven largely by the known benefits to health. This held true especially for hot cereals, children's breakfast cereals and flakes, which all recorded slightly faster retail value and volume growth in 2017 versus 2016. The perf...

Euromonitor International's Breakfast Cereals in Philippines report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set 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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Nestlé Philippines Inc in Packaged Food (philippines)

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Consumer Desire for Convenience Shapes the Development of Packaged Food

Universal Robina Corp Sustains Its Lead in Packaged Food in 2017

Supermarkets Remains the Key Distribution Channel for Packaged Food in 2017

Minimal Slowdown in Packaged Food Is Expected Over the Forecast Period

Key Trends and Developments

Government Continuously Includes Food and Health-related Issues in Its Policies

More Companies Enter Into Partnerships

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