

## Breakfast Cereals in the Philippines

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Breakfast cereals recorded marginally faster current value growth in 2018 compared to 2017 as most categories improved their performances. Breakfast cereals are known to be a good source of fibre, and the category is likely to benefit from the growing health consciousness of consumers, especially those who are time-strapped and prefer convenient breakfast options. Children's breakfast cereals recorded the fastest current value growth in 2018 since its customer base is not limited to youngsters.

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 2013-2017, 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 2022 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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