

# The World Market for Precooked or Prepared Grain Cereals Excluding Corn: A 2024 Global Trade Perspective

<https://marketpublishers.com/r/W40165B1DBFEN.html>

Date: May 2023

Pages: 198

Price: US\$ 795.00 (Single User License)

ID: W40165B1DBFEN

## Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for precooked or prepared grain cereals excluding corn. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for precooked or prepared grain cereals excluding corn for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Precooked or prepared grain cereals excluding corn' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'precooked or prepared grain cereals excluding corn' is 04812.

## Contents

### 1 METHODOLOGY

#### 1.1 OUR APPROACH

### 2 THE WORLD MARKET

#### 2.1 EXPORTS

2.1.1 THE WORLD MARKET: PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN EXPORT SUPPLIES IN 2024

#### 2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN IN 2024

### 3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 BOTSWANA

3.1.3 EGYPT

3.1.4 ESWATINI

3.1.5 GHANA

3.1.6 KENYA

3.1.7 NAMIBIA

3.1.8 SOUTH AFRICA

3.1.9 TOGO

3.1.10 TUNISIA

3.1.11 ZAMBIA

3.2 ASIA: EXPORT SUPPLIES OF PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 BANGLADESH

3.2.3 CAMBODIA

3.2.4 CHINA

3.2.5 HONG KONG

3.2.6 INDIA

3.2.7 INDONESIA

3.2.8 JAPAN

3.2.9 MALAYSIA

3.2.10 SINGAPORE

3.2.11 SOUTH KOREA

3.2.12 TAIWAN

3.2.13 THAILAND

3.2.14 THE PHILIPPINES

3.2.15 VIETNAM

### 3.3 EUROPE: EXPORT SUPPLIES OF PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 AUSTRIA

3.3.3 BELGIUM

3.3.4 BULGARIA

3.3.5 CYPRUS

3.3.6 DENMARK

3.3.7 ESTONIA

3.3.8 FINLAND

3.3.9 FRANCE

3.3.10 GERMANY

3.3.11 GREECE

3.3.12 HUNGARY

3.3.13 IRELAND

3.3.14 ITALY

3.3.15 LATVIA

3.3.16 LITHUANIA

3.3.17 NORWAY

3.3.18 POLAND

3.3.19 PORTUGAL

3.3.20 ROMANIA

3.3.21 RUSSIA

3.3.22 SLOVAKIA

3.3.23 SPAIN

3.3.24 SWEDEN

3.3.25 SWITZERLAND

3.3.26 THE CZECH REPUBLIC

3.3.27 THE NETHERLANDS

3.3.28 THE UNITED KINGDOM

3.3.29 UKRAINE

### 3.4 LATIN AMERICA: EXPORT SUPPLIES OF PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN IN 2024

#### 3.4.1 EXECUTIVE SUMMARY

#### 3.4.2 ARGENTINA

#### 3.4.3 BOLIVIA

#### 3.4.4 BRAZIL

#### 3.4.5 CHILE

#### 3.4.6 COLOMBIA

#### 3.4.7 COSTA RICA

#### 3.4.8 ECUADOR

#### 3.4.9 EL SALVADOR

#### 3.4.10 GUATEMALA

#### 3.4.11 HONDURAS

#### 3.4.12 MEXICO

#### 3.4.13 PANAMA

#### 3.4.14 PERU

#### 3.4.15 URUGUAY

### 3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN IN 2024

#### 3.5.1 EXECUTIVE SUMMARY

#### 3.5.2 CANADA

#### 3.5.3 THE DOMINICAN REPUBLIC

#### 3.5.4 THE UNITED STATES

#### 3.5.5 TRINIDAD AND TOBAGO

### 3.6 OCEANIA: EXPORT SUPPLIES OF PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN IN 2024

#### 3.6.1 EXECUTIVE SUMMARY

#### 3.6.2 AUSTRALIA

#### 3.6.3 FIJI

#### 3.6.4 NEW ZEALAND

### 3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN IN 2024

#### 3.7.1 EXECUTIVE SUMMARY

#### 3.7.2 IRAN

#### 3.7.3 ISRAEL

#### 3.7.4 KUWAIT

#### 3.7.5 LEBANON

#### 3.7.6 PAKISTAN

#### 3.7.7 SAUDI ARABIA

3.7.8 SYRIA

3.7.9 THE UNITED ARAB EMIRATES

3.7.10 TURKEY

## **4 IMPORTS**

### **4.1 AFRICA: PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN IMPORTS IN 2024**

4.1.1 EXECUTIVE SUMMARY

4.1.2 ALGERIA

4.1.3 BOTSWANA

4.1.4 BURKINA FASO

4.1.5 BURUNDI

4.1.6 EGYPT

4.1.7 ETHIOPIA

4.1.8 MADAGASCAR

4.1.9 MALAWI

4.1.10 MAURITANIA

4.1.11 MAURITIUS

4.1.12 MOROCCO

4.1.13 MOZAMBIQUE

4.1.14 NAMIBIA

4.1.15 NIGER

4.1.16 NIGERIA

4.1.17 SENEGAL

4.1.18 SIERRA LEONE

4.1.19 SOUTH AFRICA

4.1.20 TANZANIA

4.1.21 THE DEMOCRATIC REPUBLIC OF THE CONGO

4.1.22 UGANDA

4.1.23 ZAMBIA

4.1.24 ZIMBABWE

### **4.2 ASIA: PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN IMPORTS IN 2024**

4.2.1 EXECUTIVE SUMMARY

4.2.2 BRUNEI

4.2.3 CHINA

4.2.4 HONG KONG

4.2.5 INDIA

- 4.2.6 INDONESIA
- 4.2.7 JAPAN
- 4.2.8 MACAU
- 4.2.9 MALAYSIA
- 4.2.10 MONGOLIA
- 4.2.11 NEPAL
- 4.2.12 SINGAPORE
- 4.2.13 SOUTH KOREA
- 4.2.14 SRI LANKA
- 4.2.15 TAIWAN
- 4.2.16 THAILAND
- 4.2.17 THE MALDIVES
- 4.2.18 THE PHILIPPINES
- 4.2.19 VIETNAM

#### 4.3 EUROPE: PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN IMPORTS IN 2024

- 4.3.1 EXECUTIVE SUMMARY
- 4.3.2 ALBANIA
- 4.3.3 ANDORRA
- 4.3.4 AUSTRIA
- 4.3.5 BELARUS
- 4.3.6 BELGIUM
- 4.3.7 BOSNIA AND HERZEGOVINA
- 4.3.8 BULGARIA
- 4.3.9 CROATIA
- 4.3.10 CYPRUS
- 4.3.11 DENMARK
- 4.3.12 ESTONIA
- 4.3.13 FINLAND
- 4.3.14 FRANCE
- 4.3.15 GEORGIA
- 4.3.16 GERMANY
- 4.3.17 GREECE
- 4.3.18 HUNGARY
- 4.3.19 ICELAND
- 4.3.20 IRELAND
- 4.3.21 ITALY
- 4.3.22 KAZAKHSTAN
- 4.3.23 LATVIA

- 4.3.24 LITHUANIA
- 4.3.25 LUXEMBOURG
- 4.3.26 MALTA
- 4.3.27 MOLDOVA
- 4.3.28 NORWAY
- 4.3.29 POLAND
- 4.3.30 PORTUGAL
- 4.3.31 ROMANIA
- 4.3.32 RUSSIA
- 4.3.33 SLOVAKIA
- 4.3.34 SLOVENIA
- 4.3.35 SPAIN
- 4.3.36 SWEDEN
- 4.3.37 SWITZERLAND
- 4.3.38 THE CZECH REPUBLIC
- 4.3.39 THE NETHERLANDS
- 4.3.40 THE UNITED KINGDOM
- 4.3.41 UKRAINE

#### 4.4 LATIN AMERICA: PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN IMPORTS IN 2024

- 4.4.1 EXECUTIVE SUMMARY
- 4.4.2 ARGENTINA
- 4.4.3 BELIZE
- 4.4.4 BOLIVIA
- 4.4.5 BRAZIL
- 4.4.6 CHILE
- 4.4.7 COLOMBIA
- 4.4.8 ECUADOR
- 4.4.9 EL SALVADOR
- 4.4.10 GUATEMALA
- 4.4.11 GUYANA
- 4.4.12 HONDURAS
- 4.4.13 MEXICO
- 4.4.14 NICARAGUA
- 4.4.15 PANAMA
- 4.4.16 PARAGUAY
- 4.4.17 PERU
- 4.4.18 SURINAME
- 4.4.19 URUGUAY

## 4.5 NORTH AMERICA & THE CARIBBEAN: PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN IMPORTS IN 2024

- 4.5.1 EXECUTIVE SUMMARY
- 4.5.2 ANTIGUA AND BARBUDA
- 4.5.3 ARUBA
- 4.5.4 BARBADOS
- 4.5.5 BERMUDA
- 4.5.6 CANADA
- 4.5.7 GREENLAND
- 4.5.8 JAMAICA
- 4.5.9 MONTSERRAT
- 4.5.10 ST. LUCIA
- 4.5.11 THE BAHAMAS
- 4.5.12 THE DOMINICAN REPUBLIC
- 4.5.13 THE UNITED STATES

## 4.6 OCEANIA: PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN IMPORTS IN 2024

- 4.6.1 EXECUTIVE SUMMARY
- 4.6.2 AUSTRALIA
- 4.6.3 FIJI
- 4.6.4 FRENCH POLYNESIA
- 4.6.5 NEW CALEDONIA
- 4.6.6 NEW ZEALAND
- 4.6.7 PALAU
- 4.6.8 THE SOLOMON ISLANDS
- 4.6.9 TONGA

## 4.7 THE MIDDLE EAST: PRECOOKED OR PREPARED GRAIN CEREALS EXCLUDING CORN IMPORTS IN 2024

- 4.7.1 EXECUTIVE SUMMARY
- 4.7.2 ARMENIA
- 4.7.3 AZERBAIJAN
- 4.7.4 BAHRAIN
- 4.7.5 ISRAEL
- 4.7.6 JORDAN
- 4.7.7 KUWAIT
- 4.7.8 LEBANON
- 4.7.9 OMAN
- 4.7.10 PAKISTAN
- 4.7.11 QATAR



4.7.12 TURKEY

4.7.13 YEMEN

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