

# Breakfast Cereals BRIC (Brazil, Russia, India, China) Industry Guide 2014-2023

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## Abstracts

Breakfast Cereals BRIC (Brazil, Russia, India, China) Industry Guide 2014-2023

### SUMMARY

The BRIC Breakfast Cereals industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Essential resource for top-line data and analysis covering the BRIC breakfast cereals market. Includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

### KEY HIGHLIGHTS

Brazil, Russian Federation, India and China (BRIC) are the emerging and fast growing countries within the breakfast cereals industry and had a total market value of \$1,930.1 million in 2018. India was the fastest growing country with a CAGR of 16.7% over the 2014-18 period.

Within the breakfast cereals industry, China is the leading country among the BRIC nations with market revenues of \$796.9 million in 2018. This was followed by Brazil, Russia and India with a value of \$520.8, \$323.5, and \$288.8 million, respectively.

China is expected to lead the breakfast cereals industry in the BRIC nations with a value of \$1,129.0 million in 2023, followed by Brazil, India, Russia with expected values of \$685.2, \$592.1 and \$429.3 million, respectively.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the BRIC breakfast cereals market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the BRIC breakfast cereals market

Leading company profiles reveal details of key breakfast cereals market players' BRIC operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the BRIC breakfast cereals market with five year forecasts by both value and volume

Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country

## REASONS TO BUY

What was the size of the BRIC breakfast cereals market by value in 2018?

What will be the size of the BRIC breakfast cereals market in 2023?

What factors are affecting the strength of competition in the BRIC breakfast cereals market?

How has the market performed over the last five years?

Who are the top competitors in the BRIC breakfast cereals market?

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