

Breakfast Cereals in China

November 2023

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Breakfast Cereals in China - Category analysis

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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

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