

Breakfast Cereals in Vietnam

November 2023

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Breakfast Cereals in Vietnam - Category analysis

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2023 DEVELOPMENTS

Trend towards busier and consumer lifestyles drives demand for breakfast cereals, but rate of growth fails to match pre-pandemic levels

Muesli and granola benefit from their healthy positioning, as well as influence of social media

Milo joins forces with Waner Bros to strengthen appeal among children

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DISCLAIMER

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