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Breakfast Cereals in Japan

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Breakfast cereals starts a recovery trend in value terms
Players aim to revitalise hot cereals
Calbee maintains its lead, with Kellogg holding second position

PROSPECTS AND OPPORTUNITIES

Low retail volume growth anticipated, while retail current value growth will continue to be higher as prices rise
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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/breakfast-cereals-in-japan/report.