

Breakfast Cereals in Singapore

November 2024

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Breakfast Cereals in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Marginal retail volume growth for breakfast cereals amid inflationary pressures Quaker expected to continue leading the hot cereals subcategory Nutrient claim on packaging covered up to avoid misleading consumers

PROSPECTS AND OPPORTUNITIES

Opportunity for moderate volume growth of muesli and granola through health and wellness and new product development Consumers seek affordable indulgence amid high cost of living Retail volume sales of children's breakfast cereals expected to struggle over the forecast period

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Staple Foods in Singapore - Industry Overview

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