

# Breakfast Cereals in Singapore

November 2024

Table of Contents

# 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

### CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2019-2024Table 2 - Sales of Breakfast Cereals by Category: Value 2019-2024Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2019-2024Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2020-2024Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2021-2024Table 7 - Distribution of Breakfast Cereals by Format: % Value 2019-2024Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2024-2029Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

# Staple Foods in Singapore - Industry Overview

### EXECUTIVE SUMMARY

Staple foods in 2024: The big picture Key trends in 2024 Competitive Landscape Channel developments What next for staple foods?

#### MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2019-2024Table 13 - Sales of Staple Foods by Category: Value 2019-2024Table 14 - Sales of Staple Foods by Category: % Volume Growth 2019-2024Table 15 - Sales of Staple Foods by Category: % Value Growth 2019-2024Table 16 - NBO Company Shares of Staple Foods: % Value 2020-2024Table 17 - LBN Brand Shares of Staple Foods: % Value 2021-2024Table 18 - Penetration of Private Label by Category: % Value 2019-2024Table 20 - Forecast Sales of Staple Foods by Category: Volume 2024-2029Table 21 - Forecast Sales of Staple Foods by Category: Value 2024-2029Table 22 - Forecast Sales of Staple Foods by Category: % Value 2024-2029Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

## DISCLAIMER

# SOURCES

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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