Breakfast Cereal Market in the APAC 2015-2019

Description:
Breakfast cereals are manufactured from processed grains such as wheat, rice or oats, and fruits. The market is declining in developed countries like the US due to high obesity rate. As a result, cereal manufacturers are focussing on expanding their market in emerging countries such as India, China, and Japan. To increase the visibility of breakfast cereals in APAC, the manufacturers are increasing their expenditure on advertisements to make the consumers aware about the products and their health benefits.

The report forecasts the global breakfast cereal market in APAC to grow at a CAGR of 5.78% (by revenue) and 3.51% (by volume) over the period 2014-2019.

Covered in this report
The report includes the present scenario and the growth prospects of the breakfast cereal market in APAC for the period 2015-2019. The market can be segmented into two divisions: ready-to-eat cereal, and hot cereals. Based on distribution channels, the market is also categorized into four segments: supermarkets, small grocery stores, specialist stores, and others.

The report, Breakfast Cereal Market in APAC 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the leading countries: Japan, South Korea, China, India, and Indonesia; it also covers the landscape of the market and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key regions
- Japan
- South Korea
- China
- India
- Indonesia

Key vendors
- Kellogg
- Pepsi
- Nestle

Other prominent vendors
- Guilin Sea Mild Biology Technology Development
- Dongsuh Foods
- Carman's Fine Foods Pty Ltd
- Freedom Foods Group Ltd
- Family Cereal SDN. BDH.
- Peace Cereal
- Saffola
- Pristine
- Post Holdings, Inc.
- ALAMBOGA INTERUSA

Market drivers
- Increase in disposable Income
- For a full, detailed list, view the full report

Market challenges
- Rise in raw material prices
- For a full, detailed list, view the full report

Market trends
- Increase in demand for natural and organic breakfast cereals
- For a full, detailed list, view the full report
Key questions answered in this report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key Market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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