Breakfast Cereals in China

Description: Breakfast cereals continued with growth in 2016, registering a 9% increase in current terms. Growth was due to the increasing popularity of light, quick, convenient breakfasts. Western-style breakfasts such as soaking RTE cereals in milk are becoming more popular in first- and second-tier cities, as they are believed to be nutritional as well as timesaving.

The Breakfast Cereals in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Hot Cereals, RTE Cereals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Breakfast Cereals market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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BREAKFAST CEREALS IN CHINA

November 2016

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the Retail Value Shares of Convenience Stores and Internet Retailing Increase
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