

Breakfast Cereals in Hong Kong, China

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Back-to-office routine benefits RTE cereals, as a convenient breakfast choice

Competition remains intense, especially in muesli and granola

Proactive marketing and product education activities help Quaker to lead other RTE cereals

PROSPECTS AND OPPORTUNITIES

The healthy eating trend will be a key driver of growth in the consumption of breakfast cereals

Differentiation strategy will be needed to stand out

Convenience of consumption is key in the conversion of busy consumers

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DISCLAIMER

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