

# **Breakfast Cereals in Uzbekistan**

December 2023

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## Breakfast Cereals in Uzbekistan - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Consumption receives a slight boost from the slowdown in price rises Hot cereals products expand as consumers demand better taste Local brands gain share in flakes category

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Rising birth rate provides some growth potential Muesli and granola enjoys one of the fastest growth rates Consumers keen to reduce sugar consumption

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