

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
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Staple Foods in Hong Kong, China - Industry Overview

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