

# Breakfast Cereals in Thailand

December 2023

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# Breakfast Cereals in Thailand - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Breakfast cereals maintain demand due to convenience and nutritional value

Children's breakfast cereals remains relevant, with co-branding efforts seen to boost product awareness

Private labels offerings set to emerge and attract attention, thanks to affordability

## PROSPECTS AND OPPORTUNITIES

Health and wellness trends set to inspire ongoing developments in breakfast cereals Single-serving portions in multipack formats remain popular in children's cereals Local Diamond Grains stands out as a domestic brand topping muesli and granola

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# **DISCLAIMER**

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