



**Euromonitor
International**

Breakfast Cereals in Uzbekistan

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Breakfast Cereals in Uzbekistan - Category analysis

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2025 DEVELOPMENTS

Demand for breakfast cereals remains buoyant

INDUSTRY PERFORMANCE

Children's breakfast cereals shows the fastest development

Rising health awareness boosts muesli and granola consumption

WHAT'S NEXT?

Breakfast cereals sales set to increase steadily in volume and value terms

Hot cereals expected to be the best performing category

COMPETITIVE LANDSCAPE

Cereal Partners Worldwide maintains commanding overall lead

Resurs OOO is the most dynamic performer in value growth terms

CHANNELS

Small local grocers remains the dominant distribution channel

E-commerce is the fastest growing channel

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Multiple factors help to mitigate upward pressure on unit prices

Increasing desire for convenience is a key demand driver in several categories

WHAT'S NEXT?

Staple foods retains solid prospects for further growth

Health concerns will gradually gain influence over purchasing decisions

COMPETITIVE LANDSCAPE

Brotmeister Nonash ZAO remains the overall leader in staple foods

Braibanti Technology OOO is the most dynamic company in value growth terms

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