

Breakfast Cereals in India

March 2024

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Breakfast Cereals in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Players continue to focus on innovation to drive consumption

Convenience and barriers to cooking are driving the growth of breakfast cereals

Quick commerce gains traction in breakfast cereals in urban areas

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Localisation will be key to managing expected inflationary headwinds going forward Scaling to smaller cities could be a challenge going forward Competition anticipated to increase in the forecast period

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