Breakfast Cereals in Russia - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Hot cereals manufacturers target health and wellness, and convenience
Targeting both children and their parents
Muesli and granola facing competition from snack bars

PROSPECTS AND OPPORTUNITIES

Health and wellness to remain an important influence
Nestlé set to maintain lead
Gluten-free breakfast cereals to see development constrained by high prices

CATEGORY DATA

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Staple foods in 2021: The big picture
Key trends in 2021
Competitive Landscape
Channel developments
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