

# Breakfast Cereals in Vietnam

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Trend towards busier and consumer lifestyles drives demand for breakfast cereals, but rate of growth fails to match pre-pandemic levels  
Muesli and granola benefit from their healthy positioning, as well as influence of social media  
Milo joins forces with Waner Bros to strengthen appeal among children

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Staple Foods in Vietnam - Industry Overview

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