

Breakfast Cereals in Azerbaijan

November 2022

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Breakfast Cereals in Azerbaijan - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Breakfast cereals remains relatively insignificant in 2022
Hot cereals compete with grain porridge, whilst muesli and granola rely on modern retail development
Nestlé Azerbaijan Ltd maintains its company lead thanks to the strength of its overall portfolio

PROSPECTS AND OPPORTUNITIES

Further growth but from a low base as the category is set to remain relatively insignificant
Scope for players to create healthier variants in children's breakfast cereals
Little change expected in the category to 2027

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Staple Foods in Azerbaijan - Industry Overview

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