



Euromonitor
International

Breakfast Cereals in Thailand

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Breakfast Cereals in Thailand - Category analysis

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2025 DEVELOPMENTS

Granola-led innovation strengthens breakfast cereals

INDUSTRY PERFORMANCE

Consumers show increased interest in nutrition

RTE cereals sees growth fuelled by granola

WHAT'S NEXT?

Convenience channel set to see further expansion within breakfast cereals

Muesli and granola will continue to attract attention thanks to alignment with current health trends

Flavour innovations designed pique consumers' interest

COMPETITIVE LANDSCAPE

Brunch Time leads through Diamond Grains in granola

Diamond Grains benefits from strong online presence

CHANNELS

Hypermarkets maintains dominance over distribution of breakfast cereals

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Staple foods benefits from home-cooking trend

Health and wellness continues to have strong impact on development

WHAT'S NEXT?

Affordability as key growth driver

Health and wellness trends set to accelerate and expand

Premiumisation and innovative flavours will shape progress

COMPETITIVE LANDSCAPE

Thai President Foods maintains overall leadership in 2025

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