



**Euromonitor
International**

Breakfast Cereals in India

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Breakfast Cereals in India - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Evolving lifestyles and consumption needs drive growth in breakfast cereals

INDUSTRY PERFORMANCE

Breakfast cereals cater to the need for a functional, efficiency-driven meal

Multi-occasion consumption amid holistic health consciousness

WHAT'S NEXT?

Preference for breakfast cereals to be influenced by health-conscious consumers

Scaling to smaller cities through affordable packs is a key penetration focus

Tax reduction to aid affordability while labelling regulatory revisions increase consumer scrutiny

COMPETITIVE LANDSCAPE

Kellogg India leads with a strong and widely distributed product portfolio

New entrants and digital-first brands threaten to disrupt the competitive landscape

CHANNELS

Modern retail formats cater to urban consumers to gain ground on small local grocers

Quick-commerce offers convenience, broad assortments and drives premiumisation

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Staple Foods in India - Industry Overview

EXECUTIVE SUMMARY

Rice remains central to staple foods' performance

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INDUSTRY PERFORMANCE

Convenience is a consumption driver

Consumers look for nutritional value

Pursuit of wellness covers a myriad of aspects in staple foods

WHAT'S NEXT?

Further fast retail value growth projected for staple foods

Modern channels to increase the pressure on small local grocers

Government regulations to improve transparency and affordability

COMPETITIVE LANDSCAPE

The competitive landscape remains highly fragmented

Health consciousness increases the focus on brands offering quality, transparency and minimal processing

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Small local grocers enjoy unmatched last-mile connectivity

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