



Breakfast Cereals in China

November 2025

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Breakfast Cereals in China - Category analysis

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2025 DEVELOPMENTS

Health concerns boost hot cereals

INDUSTRY PERFORMANCE

Breakfast cereals sees further growth, with hot cereals performing well

RTE cereals faces challenges

WHAT'S NEXT?

Expansion in elderly population expected to boost growth in hot cereals

Youth demand drives evolution of China's breakfast cereals market

Muesli and granola seeing product innovation in terms of fortification

COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

Maturity and economic conditions constrain growth

Demographic developments boost demand for breakfast cereals

WHAT'S NEXT?

Maturity remains a key factor

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