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# Breakfast Cereals in China

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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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