

# Breakfast Cereals in Singapore

January 2024

Table of Contents

## Breakfast Cereals in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slower growth for breakfast cereals due to greater mobility and choice of more affordable options

Players respond to changing lifestyles with different formats

Quaker continues to innovate to stimulate consumer interest in hot cereals

#### PROSPECTS AND OPPORTUNITIES

Health and wellness trend will continue to favour muesli and granola

Greater efforts by players to sustain interest in children's breakfast cereals

#### CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 2 - Sales of Breakfast Cereals by Category: Value 2018-2023

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

## Staple Foods in Singapore - Industry Overview

### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

### MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2018-2023

Table 13 - Sales of Staple Foods by Category: Value 2018-2023

Table 14 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 15 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Staple Foods: % Value 2019-2023

Table 17 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 18 - Penetration of Private Label by Category: % Value 2018-2023

Table 19 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 20 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 21 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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