



Euromonitor  
International

# Breakfast Cereals in Hong Kong, China

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## Breakfast Cereals in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Growth for breakfast cereal is fuelled by health, convenience, and home consumption

#### INDUSTRY PERFORMANCE

Stable growth in breakfast cereals is driven by health-conscious and cost-effective choices

RTE cereals lead growth as health and indulgence drive changing breakfast habits

#### WHAT'S NEXT?

Breakfast cereals are set to benefit from home consumption shift and evolving consumer preferences

Health and wellness is expected to increasingly shapes breakfast cereal choices

Smaller pack formats are set to drive on-the-go breakfast and snacking occasions in Hong Kong

#### COMPETITIVE LANDSCAPE

PepsiCo and Quaker maintain the leadership through trust, health credentials, and local relevance

Nissin Food Co Ltd drives growth through flavour innovation in health-oriented cereals

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Supermarkets strengthens its role as the primary channel for breakfast cereals in Hong Kong

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## Staple Foods in Hong Kong, China - Industry Overview

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Modest growth under price pressures and health-driven innovation

### KEY DATA FINDINGS

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Value growth for staple food is constrained by cost pressures and cross-border shopping

Health and wellness drive innovation during ongoing price sensitivity

Health-focused innovation spans ingredient quality and clean labelling

#### WHAT'S NEXT?

Value growth is set to be constrained by price sensitivity and cautious consumer behaviour

Health and wellness is expected to drive value and differentiation in staple foods

Packaging innovation and convenience channels are set to drive incremental value

## COMPETITIVE LANDSCAPE

The Garden Co Ltd maintains its lead through innovation and expertise

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