



**Euromonitor
International**

Breakfast Cereals in Thailand

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Breakfast Cereals in Thailand - Category analysis

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2025 DEVELOPMENTS

Granola-led innovation strengthens breakfast cereals

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Consumers show increased interest in nutrition

RTE cereals sees growth fuelled by granola

WHAT'S NEXT?

Convenience channel set to see further expansion within breakfast cereals

Muesli and granola will continue to attract attention thanks to alignment with current health trends

Flavour innovations designed pique consumers' interest

COMPETITIVE LANDSCAPE

Brunch Time leads through Diamond Grains in granola

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