



# Breakfast Cereals in India

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## Breakfast Cereals in India - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Evolving lifestyles and consumption needs drive growth in breakfast cereals

#### INDUSTRY PERFORMANCE

Breakfast cereals cater to the need for a functional, efficiency-driven meal

Multi-occasion consumption amid holistic health consciousness

#### WHAT'S NEXT?

Preference for breakfast cereals to be influenced by health-conscious consumers

Scaling to smaller cities through affordable packs is a key penetration focus

Tax reduction to aid affordability while labelling regulatory revisions increase consumer scrutiny

#### COMPETITIVE LANDSCAPE

Kellogg India leads with a strong and widely distributed product portfolio

New entrants and digital-first brands threaten to disrupt the competitive landscape

#### CHANNELS

Modern retail formats cater to urban consumers to gain ground on small local grocers

Quick-commerce offers convenience, broad assortments and drives premiumisation

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## Staple Foods in India - Industry Overview

### EXECUTIVE SUMMARY

Rice remains central to staple foods' performance

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#### INDUSTRY PERFORMANCE

Convenience is a consumption driver

Consumers look for nutritional value

Pursuit of wellness covers a myriad of aspects in staple foods

#### WHAT'S NEXT?

Further fast retail value growth projected for staple foods

Modern channels to increase the pressure on small local grocers

Government regulations to improve transparency and affordability

## COMPETITIVE LANDSCAPE

The competitive landscape remains highly fragmented

Health consciousness increases the focus on brands offering quality, transparency and minimal processing

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