NEWS | FOOD

NextGApex launches made-in-India breakfast range brand ‘Mamafeast’

Mumbai-based startup NextG Apex India has leveraged its cumulative experience and specialisation to foray into the ready breakfast food category with its own brand—Mamafeast, a healthy morning meal range which is a source of high, gluten-free and vegan pr

By **Manbeena Chawla** | March 30, 2022



nextgapex-launches-made-in-india-breakfast-range-brand-mamafeast

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At present, the brand is offering Mamafeast Cornflakes, Mamafeast Muesli, Mamafeast Peanut Butter and Mamafeast Hazelnut Chocolate Spread

Mumbai-based startup NextG Apex India has leveraged its cumulative experience and specialisation to foray into the ready breakfast food category with its own brand—Mamafeast, a healthy morning meal range which is a source of high, gluten-free and vegan protein, dietary fibre, and zero cholesterol, at a price that’s reasonable.

Other than expanding it made-in-India footprint in this category, the company plans to offer consumers nutritious healthy breakfast options.

NextG Apex India noted that the ready breakfast food category Indian market is dominated by western brands. In order to expand the footprint of complete made-in-India breakfast cereals and food range across the nation, NextG Apex India crafted the brand Mamafeast. The brand was created in December 2020 and it has already made its presence felt in over 30 towns, covered over 25,000 plus stores wherein a massive surge in sales has been witnessed for various product ranges and now planning to expand the same to 200+ towns and 100k+ stores by end of 2023.

As per a Research and Markets study, the Indian breakfast cereals market was valued at Rs 2,256 crore in 2017 and it grew at a 12 per cent CAGR to Rs 3,411 crore in 2020. The breakfast cereals market is projected to register a CAGR of 18% during the forecast period 2021-2026.

Read online: https://nuffoodsspectrum.in/news/14/18758/nextgapex-launches-made-in-india-breakfast-range-brand-mamafeast.html
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