

## **Breakfast Cereals in the US**

Market Direction | 2022-11-11 | 24 pages | Euromonitor

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### **Report description:**

As across other packaged food categories, economic challenges related to the COVID-19 pandemic have impacted pricing and volume sales of breakfast cereals. Manufacturers have faced supply chain disruptions and inflationary pressure due to a challenging global economic environment and ongoing political conflict. Prices of commodities such as flour and sugar increased throughout 2020 and 2021, and prices have continued to rise in 2022 as well. Costs of other inputs, such as labour, fuel and transp...

Euromonitor International's Breakfast Cereals in USA report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Hot Cereals, RTE Cereals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Breakfast Cereals market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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