

Breakfast Cereals in Argentina

Market Direction | 2022-11-14 | 20 pages | Euromonitor

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Report description:

The breakfast cereals category is set to see continued growth in 2022 despite the waning threat from COVID-19 and the fact that workers are returning to the office and children are back at school, which means less time to have breakfast at home. Muesli and granola, and flakes are registering the best performances in volume terms with younger adults boosting consumption, a habit developed during the COVID-19 that appears to be here to stay. Children's breakfast cereals remains the largest categor...

Euromonitor International's Breakfast Cereals in Argentina 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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