

## **Breakfast Cereals in Belgium**

Market Direction | 2022-11-16 | 21 pages | Euromonitor

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### **Report description:**

Volume sales of breakfast cereals rose during the COVID-19 pandemic as consumers spent more time at home, consuming cereal for breakfast and during the day. As COVID-19 measurements have started to relax, consumers have been returning to the office and various workplaces, having less time in the home to have breakfast, with many opting for breakfast on-the-go. As a result, although current retail value sales have increased, retail volume is in decline in 2020, suffering from an increasing amount...

Euromonitor International's Breakfast Cereals in Belgium 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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November 2022

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Muesli and granola gain, while children's breakfast cereals look to innovate

Kellogg retains its strong leadership overall due to its extensive portfolio

#### PROSPECTS AND OPPORTUNITIES

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