

Breakfast Cereals in Croatia

Market Direction | 2022-11-16 | 18 pages | Euromonitor

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Report description:

Breakfast cereals continue to witness growth in current value sales due to rising prices in addition to the two broad trends of convenience and health. Croatian consumers are slowly shifting away from traditional breakfasts that consists of bread, spread and processed meat or cheese. Breakfast cereals are considered a healthier option that is richer in fibre among Croatia's younger population, whilst the older population and rural consumers are more hesitant about changing their traditional brea...

Euromonitor International's Breakfast Cereals in Croatia 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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