

## **Breakfast Cereals in France**

Market Direction | 2022-11-14 | 22 pages | Euromonitor

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### **Report description:**

Breakfast cereals has seen strong growth in current value terms in 2022 with prices rising significantly. This is in part due to the impact of Russia's invasion of Ukraine in early 2022, with Russia and Ukraine accounting for around a quarter of the world's supply of wheat, which is a key component of many breakfast cereals. Manufacturers and retailers have also faced other challenges such as an increase in the cost of logistics and rising fuel and energy prices, all of which has forced them to...

Euromonitor International's Breakfast Cereals in France 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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