

Breakfast Cereals in Greece

Market Direction | 2022-11-16 | 20 pages | Euromonitor

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Report description:

Retail volume sales of breakfast cereals are expected to decline in 2022. This decline in volume sales is largely due to the base effect. Consumption of breakfast cereals rose significantly during 2020 when Greeks were confined to the home during the COVID-19 pandemic and ensuing lockdowns. As life resumes a sense of normalcy in 2022 and consumers spend more time outside of the home, demand is anticipated to decline. That said, despite the moderate decline, retail volumes of breakfast cereals ar...

Euromonitor International's Breakfast Cereals in Greece 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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