

Breakfast Cereals in Ireland

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

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Report description:

On 1st December 2021, the Advertising Standards Authority for Ireland (ASAI) brought into force new rules surrounding the advertising and marketing of "High Fat, Salt, and Sugar (HFSS) food and drink products to children". It restricts where certain types of food are permitted to be displayed within supermarkets or on their websites. Over the forecast period, other regulations come into force, banning multi-buy promotions of foods deemed high in fat, sugar or salt (HFSS). As such, Irish HFSS prod...

Euromonitor International's Breakfast Cereals in Ireland 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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