

Breakfast Cereals in Finland

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

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Report description:

Breakfast cereals in Finland saw increasing demand during the COVID-19 pandemic, with consumers confined to the household, eating cereal in the morning and for a snack. Across 2022, some normalisation is taking place, leading to a decline in retail value growth. However, unit prices have continued to grow due to increasing production costs, higher transportation costs and inflation.

Euromonitor International's Breakfast Cereals in Finland 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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Health and wellness is a key focus for new product launches

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