

Breakfast Cereals in Romania

Market Direction | 2022-11-24 | 20 pages | Euromonitor

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Report description:

Despite high unit prices, breakfast cereals continued to record retail volume growth in 2022. Price rises were the consequence of higher costs for domestic production, the high price for imported products, and

Euromonitor International's Breakfast Cereals in Romania 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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Retail volume sales of breakfast cereals benefit from the growing health trend

Hot cereals records the fastest growth as curious consumers try porridge

Nestle Romania SRL maintains its substantial lead

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Modern retailing aids sales, however, distribution is limited in smaller cities

Hot cereals drive high levels of growth as consumers continue to discover porridge

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