

## **Breakfast Cereals in the Netherlands**

Market Direction | 2022-11-24 | 22 pages | Euromonitor

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### **Report description:**

Hot cereals witnessed increasingly rapid retail volume and current value growth over the review period with more women, in particular, opting for these perceived healthier breakfast cereals. Hot cereals, such as porridge and other oat-based options, are increasingly gaining consumers' attention in line with the growing health trend in the country. Moreover, the preoccupation with health was accelerated by the global pandemic, with more consumers looking to healthier breakfast habits to improve t...

Euromonitor International's Breakfast Cereals in Netherlands 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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#### 2022 DEVELOPMENTS

Hot cereals benefits from strong health trend as consumers seek warm, nutritious and filling breakfast options to which new industry players are responding

Granola benefits from broader consumption moments other than breakfast

Healthy and fun new variants launched in children's breakfast cereals with the health trend also stimulating sales for Bolletje and Eat Natural

#### PROSPECTS AND OPPORTUNITIES

Despite demand for convenience the high sugar content in some breakfast cereals is forcing industry players to react

Healthy developments in hot cereals with industry players highlighting these product attributes through changes in their packaging

Private label continues to grow in importance as retailers develop their ranges of healthier and more premium offerings including products for food intolerance

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