

## **Breakfast Cereals in Latvia**

Market Direction | 2022-11-29 | 18 pages | Euromonitor

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### **Report description:**

Breakfast cereals sales have exhibited a slowdown in retail current value terms for the second consecutive year as significant price inflation stifled consumption and falling disposable income drove consumers towards cheaper formats. 2020 was a year of exceptional growth when, due to the COVID-19 pandemic and ensuing lockdowns, Latvians were confined to the home and thus had breakfast at home more than usual. In 2021 these consumption patterns normalised as Latvians resumed pre-pandemic routines...

Euromonitor International's Breakfast Cereals in Latvia 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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