

Breakfast Cereals in North Macedonia

Market Direction | 2022-11-28 | 19 pages | Euromonitor

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Report description:

Muesli and granola and hot cereals are the two largest breakfast cereals whose performance tends to influence the overall performance of the category in North Macedonia. Due to the modest volume growth of these two cereal types as a result of stagnant consumer demand, breakfast cereals registered moderate volume growth in 2022. Rising unit prices amidst inflation in early 2022, meanwhile, resulted in solid retail value growth in the year.

Euromonitor International's Breakfast Cereals in North Macedonia 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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