

Breakfast Cereals in Poland

Market Direction | 2022-11-28 | 21 pages | Euromonitor

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Report description:

Hot cereals is expected to register the highest current value growth in 2022, with very healthy double-digit current value growth. Reflecting the product area's increasing popularity, there is a growing range of hot cereals on offer, including instant hot cereals cups that can be taken to work. Hot cereals are considered healthier, and the health and wellness trend has gained more followers during the COVID-19 pandemic. Consumers, concerned about their health, have switched to healthier breakfas...

Euromonitor International's Breakfast Cereals in Poland 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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