

## **Breakfast Cereals in Slovakia**

Market Direction | 2022-11-29 | 20 pages | Euromonitor

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### **Report description:**

Rising production costs and logistics issues are creating problems for all breakfast cereals distributors in Slovakia in 2022. Dynamic current unit price increases are due to skyrocketing wheat, rye and dried fruit costs, and retail volume sales of breakfast cereals are expected to decline in 2022, although retail value sales are expected to rise in current terms as a result of the price hikes. Kellogg's has been hit by global shortages, employee strikes and supply chain interruptions, and saw i...

Euromonitor International's Breakfast Cereals in Slovakia 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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Euromonitor International  
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Rising costs of production impact all breakfast cereal players in Slovakia in 2022

On-the-go consumption dampens demand as consumers replace breakfast cereal with fruit and cereal bars

Product innovation drives interest in unusual ingredients and recipes

#### PROSPECTS AND OPPORTUNITIES

Major players will challenge private label through aggressive price discounting over the forecast period

Collaboration with delivery companies offers scope for retail chains to boost e-commerce sales in the coming years

Larger pack sizes and innovations in packaging will reflect consumer concerns about value for money and sustainability

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