

## **Breakfast Cereals in Slovenia**

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

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### **Report description:**

All categories of breakfast cereals registered moderate positive retail volume growth in 2022 as consumers looked to these products as healthy breakfast options. Muesli and granola registered the strongest sales growth of any category of practice arrows during the year and this was due to the very healthy profile of many of the products in the category. Indeed, products with a free from sugar positioning performed particularly well in usually and granola towards the end of the review period, wit...

Euromonitor International's Breakfast Cereals in Slovenia 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  
November 2022

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Children's breakfast cereals benefits from rising demand for convenience

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Harsh economic environment means private label to remain leader in breakfast cereals

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