

## **Breakfast Cereals in Sweden**

Market Direction | 2022-12-06 | 21 pages | Euromonitor

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### **Report description:**

Like most packaged food categories, breakfast cereals experienced booming volume sales in 2020 (upon the outset of the COVID-19 pandemic), stable sales in 2021, and a decline in 2022 as consumers started reverting to their previous consumption habits. Nevertheless, volume sales will remain higher in 2022 than they were pre-pandemic as more consumers continue to take the time to have sit-down at-home breakfast. This is partly because they became used to this habit during the pandemic and partly b...

Euromonitor International's Breakfast Cereals in Sweden 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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Breakfast Cereals in Sweden  
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December 2022

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Health and wellness trend remains vital to category success and influences category ingredients

A little bit of indulgence remains popular amongst children and adults

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