

Breakfast Cereals in Germany

Market Direction | 2023-05-18 | 21 pages | Euromonitor

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Report description:

The COVID-19 pandemic has had a significant impact on the consumption behaviour of Germans, including their breakfast cereal choices. With more people working from home and spending more time indoors, even in 2022, breakfast has become a more important meal of the day. Consumers are looking for healthy and convenient options that can be prepared quickly and easily, and also possibly being consumed at any time during the day, with Germans increasingly moving away from the classical approach of ea...

Euromonitor International's Breakfast Cereals in Germany 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 2018-2022, 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 2027, 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

reliable information resources to help drive informed strategic planning.

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