

Breakfast Cereals in Bosnia and Herzegovina

Market Direction | 2023-11-23 | 18 pages | Euromonitor

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Report description:

Consumer demand for breakfast cereals remains stable in 2023, despite the challenges posed by population decline in the country, which is limiting the potential consumer base. The shift towards healthier eating is driving volume growth, as health-conscious individuals tend to favour breakfast cereals. Players are launching healthier options in order to entice consumers. For example, in July 2023, Podravka doo launched the new Cokolino Dark in other RTE cereals, made from 100% oats, naturally swe...

Euromonitor International's Breakfast Cereals in Bosnia and Herzegovina 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.

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