

Breakfast Cereals in Estonia

Market Direction | 2023-11-24 | 19 pages | Euromonitor

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Report description:

Hot cereals witnessed the fastest growth in retail volume and current value terms in 2023. Consumers consider hot cereals to be healthier and more nourishing than RTE cereals, as they contain beneficial vitamins. With the adoption of healthier eating patterns, demand for hot cereals is therefore rising. Choices like oatmeal and whole grain porridge are often seen as more nourishing products because they undergo minimal processing, which preserves essential nutrients. These cereals typically cont...

Euromonitor International's Breakfast Cereals in Estonia 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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