

## **Breakfast Cereals in France**

Market Direction | 2023-11-20 | 21 pages | Euromonitor

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### **Report description:**

Sales of breakfast cereals have remained relatively steady over the last couple of years of the review period in retail volume terms. Breakfast cereals has, however, seen stronger growth in current value terms in 2023 with prices continuing to rise sharply. This is in part due to the impact of Russia's invasion of Ukraine in early 2022, with Russia and Ukraine accounting for around a quarter of the world's supply of wheat, which is a key component of many breakfast cereals. Manufacturers and ret...

Euromonitor International's Breakfast Cereals in France 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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November 2023

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A strong Nutri-Score rating and 'Made in France' claims remain key to sales of breakfast cereals

Manufacturers looking to meet the demand for indulgence

#### PROSPECTS AND OPPORTUNITIES

New product development expected to focus on healthier options, new flavours and sustainable packaging

Organic products still have potential while hot cereals is set find growing appeal thanks to the healthy image of these products

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