

Breakfast Cereals in New Zealand

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

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Report description:

Value sales growth of breakfast cereals remains strong in 2023 with broader inflationary pressures a key contributor to this trend. While fuel costs in New Zealand have stabilised following the initial shock in 2022 when Russia invaded Ukraine, the government's temporary removal of excise duty on petrol ended in July, with these increased costs being passed on to consumers. In addition, flooding and extreme weather events in early 2023 across New Zealand placed considerable pressure on the count...

Euromonitor International's Breakfast Cereals in New Zealand 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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Soaring popularity of oat milk drives up costs associated with hot cereals

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