

Breakfast Cereals in Norway

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

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Report description:

Sales of breakfast cereals have continued to decline in retail volume terms in 2023, with this being partly due to a stabilisation of demand after the peak seen during the pandemic. With more consumers returning to the workplace and class-based learning they are finding themselves with less time to eat breakfast in the morning which is having a detrimental effect on sales. While the category is seeing positive growth in current value terms in 2023 this is largely being fuelled by price increases...

Euromonitor International's Breakfast Cereals in Norway 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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