

## **Breakfast Cereals in Poland**

Market Direction | 2023-11-24 | 20 pages | Euromonitor

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### **Report description:**

In 2023, breakfast cereals in Poland is experiencing substantial growth, primarily fuelled by an increased consumer focus on health and wellness, the appeal of ready-to-eat products, and rising disposable incomes. As health consciousness rises, consumers increasingly seek breakfast options that are not only convenient but also nutritious, contributing positively to their overall wellbeing. This shift in consumer preference is markedly evident in the rising popularity of hot cereals and muesli.

Euromonitor International's Breakfast Cereals in Poland 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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