

Breakfast Cereals in the Czech Republic

Market Direction | 2023-11-23 | 19 pages | Euromonitor

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Report description:

Breakfast cereals recorded a decline in retail volume terms in 2023, as the cost of living crisis continued to impact consumer demand. Moreover, with wages decreasing in real terms, many consumers were forced to trade down to cheaper alternatives to their usual brands in order to save money. While private labels have traditionally been unpopular in breakfast cereals, due to a preference for perceived higher-quality, branded goods, retailers such as Lidl and Tesco started to attract more customer...

Euromonitor International's Breakfast Cereals in Czech Republic 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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