

## **Breakfast Cereals in the Netherlands**

Market Direction | 2023-11-23 | 21 pages | Euromonitor

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### **Report description:**

Consumers are increasingly viewing breakfast cereal as a healthy option, driving the growth of muesli and granola while hindering the expansion of children's cereals, which tend to be high in sugar. In response to this, manufacturers of children's cereals are incorporating more whole grains, fortification, and notably, reducing sugar content. A study by the consumer organisation Consumentenbond revealed that only 25% of children's cereals receive a Nutri-Score of A, placing negative pressure on...

Euromonitor International's Breakfast Cereals in Netherlands 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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