

Breakfast Cereals in Ukraine

Market Direction | 2023-11-24 | 22 pages | Euromonitor

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Report description:

Breakfast cereals recorded a positive sales performance in retail volume terms during 2023 after the category registered significant declines in retail volume sales over the course of 2022. One of the main reasons for the substantial declines seen in demand for breakfast cereals towards the end of the review period is that huge numbers of women and children, two groups that comprise a significant proportion of the consumer base for breakfast cereals, have been evacuated from parts of Ukraine whe...

Euromonitor International's Breakfast Cereals in Ukraine 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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Euromonitor International
November 2023

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The ready-to-eat nature of breakfast cereals supports demand during wartime

Harsh realities of armed conflict lead to challenges for category players to overcome

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