

## **Breakfast Cereals in Germany**

Market Direction | 2023-11-28 | 21 pages | Euromonitor

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### **Report description:**

The evolving landscape of consumer behaviour after the COVID-19 pandemic continues to shape the choices of Germans, including when it comes to breakfast cereals. The extended periods of working from home and an increased emphasis on indoor living have solidified breakfast's role as a pivotal meal of the day. As people veer away from the traditional three-meals-a-day routine, they seek nutritious and convenient options for quick preparation and consumption throughout the day. The convenience tren...

Euromonitor International's Breakfast Cereals in Germany 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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