

## **Breakfast Cereals in Greece**

Market Direction | 2023-11-27 | 20 pages | Euromonitor

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### **Report description:**

Breakfast cereals have witnessed strong price inflation in recent years and this trend remains prominent in 2023. Many Greeks are opting to make their own cereals instead of buying packaged cereals, guided by a plethora of easy recipes available online and via social media. Indeed, home-made options can help save money on grocery shopping bills. The switch to more affordable private label breakfast cereals also gained momentum in 2023, with its retail value share showing notable gains. There is...

Euromonitor International's Breakfast Cereals in Greece 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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