

## **Breakfast Cereals in Austria**

Market Direction | 2024-05-17 | 20 pages | Euromonitor

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### **Report description:**

Sales of breakfast cereals in Austria experienced a notable rebound in 2023 following the decline in retail volume sales observed in the previous year. Shifting consumer preferences, increased product innovation and evolving lifestyle trends all benefited category sales, although the end of the pandemic and a return to more normalised routines provided a significant boost to sales. As more consumers prioritise convenience and health-conscious choices in their morning routines, the demand for bre...

Euromonitor International's Breakfast Cereals in Austria 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 2019-2023, 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 2028, 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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