

## **Breakfast Cereals in Italy**

Industry Report | 2024-06-07 | 42 pages | MarketLine

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### **Report description:**

Breakfast Cereals in Italy

#### Summary

Breakfast Cereals in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The breakfast cereals market consists of retail sales of hot cereals and ready-to-eat cereals. Hot cereals segment consists of traditional products (e.g. porridge oats), instant mixes and ready-to-heat products. Ready-to-eat cereals segment consists of children's breakfast cereals and family breakfast cereals such as, flakes, muesli and other RTE cereals. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2023 exchange rates.
- The Italian Breakfast cereals market had total revenues of \$531.1 million in 2023, representing a compound annual growth rate (CAGR) of 1.4% between 2018 and 2023.
- Market consumption volumes declined with a negative CAGR of 0.6% between 2018 and 2023, to reach a total of 67.6 million kilograms in 2023.
- The performance of the market is forecast to follow a similar pattern with an anticipated CAGR of 1.6% for the five-year period 2023 - 2028, which is expected to drive the market to a value of \$575.0 million by the end of 2028.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the breakfast

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cereals market in Italy

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the breakfast cereals market in Italy
- Leading company profiles reveal details of key breakfast cereals market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy breakfast cereals market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the Italy breakfast cereals market by value in 2023?
- What will be the size of the Italy breakfast cereals market in 2028?
- What factors are affecting the strength of competition in the Italy breakfast cereals market?
- How has the market performed over the last five years?
- What are the main segments that make up Italy's breakfast cereals market?

#### **Table of Contents:**

##### Table of Contents

##### 1 Executive Summary

###### 1.1. Market value

###### 1.2. Market value forecast

###### 1.3. Market volume

###### 1.4. Market volume forecast

###### 1.5. Category segmentation

###### 1.6. Geography segmentation

###### 1.7. Market share

###### 1.8. Market rivalry

###### 1.9. Competitive landscape

##### 2 Market Overview

###### 2.1. Market definition

###### 2.2. Market analysis

##### 3 Market Data

###### 3.1. Market value

###### 3.2. Market volume

##### 4 Market Segmentation

###### 4.1. Category segmentation

###### 4.2. Geography segmentation

###### 4.3. Market distribution

##### 5 Market Outlook

###### 5.1. Market value forecast

###### 5.2. Market volume forecast

##### 6 Five Forces Analysis

###### 6.1. Summary

###### 6.2. Buyer power

###### 6.3. Supplier power

###### 6.4. New entrants

###### 6.5. Threat of substitutes

###### 6.6. Degree of rivalry

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## 7 Competitive Landscape

### 7.1. Market share

### 7.2. Who are the leading players in the Italian breakfast cereals market?

### 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2018-2023)?

### 7.4. What are the most popular brands in the Italian breakfast cereals market?

## 8 Company Profiles

### 8.1. Kellanova

### 8.2. CPW SA

### 8.3. Colussi SpA

### 8.4. Nestle SA

## 9 Macroeconomic Indicators

### 9.1. Country data

## 10 Appendix

### 10.1. Methodology

### 10.2. Industry associations

### 10.3. Related MarketLine research

### 10.4. About MarketLine

## Breakfast Cereals in Italy

Industry Report | 2024-06-07 | 42 pages | MarketLine

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