

## **Breakfast Cereals in Canada**

Market Direction | 2024-11-06 | 20 pages | Euromonitor

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### **Report description:**

Breakfast cereals continues to struggle in Canada in 2024, with volume sales in a negative slump and with value sales just about managing to achieve a positive performance. The key reason for this is the unhealthy image of breakfast cereals, which have gained notoriety for their high sugar content and additional unhealthy ingredients.

Euromonitor International's Breakfast Cereals in Canada 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Breakfast Cereals in Canada  
Euromonitor International  
November 2024

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Manufacturers focus on healthy options in an aim to revitalise sales  
Breakfast cereals performs better in foodservice, due to demand for low-cost convenience

**PROSPECTS AND OPPORTUNITIES**

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