

Breakfast Cereals in Denmark

Market Direction | 2024-11-06 | 19 pages | Euromonitor

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Report description:

Breakfast cereals in Denmark saw retail volume sales rise during 2024, following flat growth in 2023. Overall, retail current value sales rose slightly faster than retail volume sales, underpinned by inflationary pressure on prices. However, the growth in retail current value sales was much slower than in 2023, as the rate of inflation almost halved. Nonetheless, retail value sales continued to be stimulated by added-value developments, not least through a higher demand for and growing offer of...

Euromonitor International's Breakfast Cereals in Denmark 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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