

## **Breakfast Cereals in Ireland**

Market Direction | 2024-11-04 | 22 pages | Euromonitor

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### **Report description:**

Breakfast cereals is set to see modest current value growth in Ireland in 2024. The previous year saw the breakfast cereals category record further strong price increases driven primarily by the limited global supply of wheat. However, volume sales across most breakfast cereal types were sustained and, overall, the category recorded modest growth. The strong price increases in combination with the modest growth in volume sales contributed to strong current value growth in 2023.

Euromonitor International's Breakfast Cereals in Ireland 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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**Table of Contents:**

Breakfast Cereals in Ireland  
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List Of Contents And Tables

**BREAKFAST CEREALS IN IRELAND**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Retail sales continue to grow as breakfast occasions remain elevated

Hot cereals outperform market growth

Branded players expand their shares

**PROSPECTS AND OPPORTUNITIES**

Hot cereals, and muesli and granola to drive future growth of breakfast cereals

Portable formats to expand their presence as need for convenience returns

Demand for locally produced products is expected to accelerate

**CATEGORY DATA**

Table 1 Sales of Breakfast Cereals by Category: Volume 2019-2024

Table 2 Sales of Breakfast Cereals by Category: Value 2019-2024

Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024

Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Breakfast Cereals: % Value 2020-2024

Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2021-2024

Table 7 Distribution of Breakfast Cereals by Format: % Value 2019-2024

Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029

Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2024-2029

Table 10 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

**STAPLE FOODS IN IRELAND**

**EXECUTIVE SUMMARY**

Staple foods in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for staple foods?

**MARKET DATA**

Table 12 Sales of Staple Foods by Category: Volume 2019-2024

Table 13 Sales of Staple Foods by Category: Value 2019-2024

Table 14 Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 15 Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 16 NBO Company Shares of Staple Foods: % Value 2020-2024

Table 17 LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 18 Penetration of Private Label by Category: % Value 2019-2024

Table 19 Distribution of Staple Foods by Format: % Value 2019-2024

Table 20 Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 21 □Forecast Sales of Staple Foods by Category: Value 2024-2029

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Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

## Breakfast Cereals in Ireland

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