

Breakfast Cereals in New Zealand

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

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Report description:

In 2024, the breakfast cereals landscape in New Zealand saw retail value growth of 3%, while volume growth declined. This decrease in volume sales is largely attributed to competition from alternative breakfast formats, and the rising cost of living, which has made consumers increasingly price sensitive. With less disposable income available for discretionary spending, brands have had to adapt. One of the primary tactics employed by players has been changes in package sizes. Consumers are active...

Euromonitor International's Breakfast Cereals in New Zealand 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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