

Breakfast Cereals in Poland

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

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Report description:

Breakfast cereals witnessed a notable recovery in volume growth over 2024, with expectations that this trend will continue in Poland. Higher levels of local production is seen as essential to meeting growing consumer demand. In response, Poland's production base and infrastructure is being modernised to address changing consumer preferences. Local companies are seeking investment to scale up production capacities, particularly in the processing of groats. Domestic players are keen to address the...

Euromonitor International's Breakfast Cereals in Poland 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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