

Breakfast Cereals in Romania

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

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Report description:

Retail volume growth slowed down in breakfast cereals over 2024 as price increases continued to curtail demand for these items in Romania. Living costs remain high and breakfast cereals are normally lower on the priority list of essential daily foods, even among the core target audience. Breakfast cereals are typically purchased by higher-income urban professionals who pursue a healthy lifestyle and consider breakfast cereals to be a vital source of vitamins and minerals, to support the immune s...

Euromonitor International's Breakfast Cereals in Romania 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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