

Breakfast Cereals in Spain

Market Direction | 2024-11-07 | 22 pages | Euromonitor

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Report description:

Sales of breakfast cereals have seen only modest growth in retail volume terms in 2024 while sales have seen stronger growth in current value terms as prices continued to rise, albeit at a slower pace than in the previous two years. Despite the sharp increase in unit prices seen in 2022 and 2023, demand has been sustained in 2024 by the convenience trend and the rising number of Spaniards who are adopting hybrid and remote working arrangements. Additionally, to make breakfast cereals a healthier...

Euromonitor International's Breakfast Cereals in Spain 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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Euromonitor International
November 2024

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Muesli and granola thriving as healthier options hit the market and new players add variety
Private label the big winner as households feel the pinch but leading players regain ground in children's breakfast cereals
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