

Breakfast Cereals in the Czech Republic

Market Direction | 2024-11-06 | 19 pages | Euromonitor

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Report description:

Breakfast cereals in the Czech Republic saw positive retail volume and current value growth in 2024. In general, following a spike in consumption in 2020 amid lockdown and home seclusion conditions in the wake of Coronavirus (COVID-19), purchasing behaviour has been defined by inflationary pressure on prices and on the wallets of consumers. This, in addition to a return to pre-pandemic norms, such as on-the-go foodservice breakfasts, limited retail spending on breakfast cereals. However, economi...

Euromonitor International's Breakfast Cereals in Czech Republic 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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Price remains a key factor in consumer purchasing decisions
Hectic lifestyles stimulate purchases of breakfast cereals in smaller packs

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