

Breakfast Cereals in Finland

Market Direction | 2024-11-14 | 20 pages | Euromonitor

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Report description:

Breakfast cereals faced ongoing maturity in Finland in 2024. While it is a challenge to boost volume sales, current value sales tend to be driven by new product development. A key strategy is to combine many trends and needs into one product. For example, the newly launched Elovena instant porridge Elovena Annospikapuuro Vatsan ystava is not only quick and convenient to prepare but also combines the health benefits of oats with rye fibre, plums for a soft flavour and flaxseeds for texture. One s...

Euromonitor International's Breakfast Cereals in Finland 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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Health and wellness trend continues to penetrate breakfast cereals
Indulgence confectionery flavours increasingly visible in breakfast cereals

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