

Breakfast Cereals in Sweden

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

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Report description:

Breakfast cereals in Sweden faces maturity, although there was a return to albeit slight retail volume growth during 2024, following two years of decline. Despite the struggle to generate strong retail volume growth, breakfast cereals are gaining popularity as they, especially hot cereals, are perceived to be a healthy and easy and fast morning meal option. Players have also used different tactics to boost demand and value sales, such as investing in marketing efforts and launching new and trend...

Euromonitor International's Breakfast Cereals in Sweden 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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