

Breakfast Cereals in Austria

Market Direction | 2024-11-25 | 22 pages | Euromonitor

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Report description:

Austrians like their breakfast and the category's products remain highly popular in 2024. During the week local consumers want quick and convenient breakfast product and linger more over the morning meal at weekends. Breakfast cereals are considered convenient with many available options. Overall breakfast cereals is registering strong growth in current value terms in 2024, backed by solid volume growth and rises in average unit prices. Children's breakfast cereals is recording the weakest perfo...

Euromonitor International's Breakfast Cereals in Austria 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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