

Breakfast Cereals in Belgium

Market Direction | 2024-11-25 | 20 pages | Euromonitor

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Report description:

In 2024, breakfast cereals continues to record positive growth in Belgium amid price hikes and other challenges such as busier consumers with reduced time for breakfasting at home. Unit prices have been pushed up dramatically by several factors including bad weather (floods and droughts) which affected crop harvests and led to increased prices for raw materials. Soaring prices have helped private labels capture market share at the expense of premium brands. On-the-go trends are gaining ground in...

Euromonitor International's Breakfast Cereals in Belgium 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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Muesli and granola drives overall growth

Shrinkflation trend prevalent throughout breakfast cereals, while Kellogg continues to innovate

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Limited room for further innovation

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