

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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Table of Contents:

Breakfast Cereals in Belgium
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List Of Contents And Tables

BREAKFAST CEREALS IN BELGIUM

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive performance despite price hikes as players work on products' health profiles

Muesli and granola drives overall growth

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

PROSPECTS AND OPPORTUNITIES

Convenience and health trends ensure stable growth for forecast period

Limited room for further innovation

Private label to see rising interest as trust in quality strengthens, while CSR will come to the fore

CATEGORY DATA

Table 1 Sales of Breakfast Cereals by Category: Volume 2019-2024

Table 2 Sales of Breakfast Cereals by Category: Value 2019-2024

Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024

Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Breakfast Cereals: % Value 2020-2024

Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2021-2024

Table 7 Distribution of Breakfast Cereals by Format: % Value 2019-2024

Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029

Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2024-2029

Table 10 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

STAPLE FOODS IN BELGIUM

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2019-2024

Table 13 Sales of Staple Foods by Category: Value 2019-2024

Table 14 Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 15 Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 16 NBO Company Shares of Staple Foods: % Value 2020-2024

Table 17 LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 18 Penetration of Private Label by Category: % Value 2019-2024

Table 19 Distribution of Staple Foods by Format: % Value 2019-2024

Table 20 Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 21 □Forecast Sales of Staple Foods by Category: Value 2024-2029

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Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

Breakfast Cereals in Belgium

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