

Breakfast Cereals in North Macedonia

Market Direction | 2024-11-26 | 19 pages | Euromonitor

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Report description:

Breakfast cereals in North Macedonia is poised to record a modestly improved performance in retail volume growth terms in 2024. This is partly because confidence and purchasing power among consumers are increasing as the recent spike in inflation recedes, though the ensuing easing of pricing pressures means current value growth will be considerably lower than in 2023. Rising health-consciousness has also buoyed demand, as these types of products are widely perceived as a highly nutritious option...

Euromonitor International's Breakfast Cereals in North Macedonia 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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