

Breakfast Cereals in Latvia

Market Direction | 2024-12-05 | 18 pages | Euromonitor

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Report description:

Breakfast cereals in Latvia remains stagnant in 2024, reflecting a combination of long-standing and emerging challenges. Health-conscious parents continue to limit their children's consumption of breakfast cereals, citing concerns about high sugar content. Additionally, the relatively static population of children in Latvia further constrains growth potential. Although the category experienced a temporary boost in 2020 during COVID-19 lockdowns, sales patterns normalised in subsequent years and...

Euromonitor International's Breakfast Cereals in Latvia 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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reliable information resources to help drive informed strategic planning.

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