

Breakfast Cereals in Austria

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Breakfast cereals is expected to continue to be strongly influenced by growing consumer focus on limiting sugar intake. In addition to information offered by the latest Austrian Nutritional Report in 2017, which reported excessive sugar consumption among Austrians, retailers are also increasingly promoting products with less sugar. For example, the recent offering from Rewe International, which is marketed under the motto "How much sugar do you need", is expected to push consumers in this direct...

Euromonitor International's Breakfast Cereals in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2022 illustrate how the market is set 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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