

## Breakfast Cereals in Austria

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Breakfast cereals continued to be influenced by the growing number of Austrians opting to lead healthy lifestyles in 2017. With growing health awareness and more information about packaged food products in general (for instance on the packaging but also through digital platforms), many Austrians are beginning to take more interest in the ingredients in the food they eat. Consequently, they seek products without large amounts of sugar or fat, as well as products which contain natural ingredients...

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 2012-2016, 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 2021 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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