

Breakfast Cereals in Italy

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Abstracts

Italian consumers are increasingly including breakfast cereals in their diets. The growing interest in breakfast cereals is being underpinned by a number of factors, with the demand for convenient meal options in the context of hectic consumer lifestyles being amongst the most prominent. In addition, the increasing consumer focus on nutrition is boosting demand, while the wide product variety in the category is also supporting growth. In particular, health conscious consumers have become aware o...

Euromonitor International's Breakfast Cereals in Italy 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 2018-2022, 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 directly informs our forecasts to 2027, 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.

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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