

# Europe Breakfast Cereal Market Analysis (2017-2023)

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## Abstracts

The Europe Breakfast Cereal Market would witness market growth of 4.7% CAGR during the forecast period (2017 – 2023). There is a huge paradigm shift in the purchasing behavior and eating habits of the customers, which has led to the demand for on-the-go eating options. Rapid urbanization and growth of middle-class population significantly contribute to the demand for on-the-go meal options. Cereals are considered healthy and are easy to prepare, therefore, the demand is significantly high for these products. Need for nutritious meal for breakfast has driven the demand for multi-grain cereals such as grains, seeds, and beans. Benefits associated with the use of organic and whole grain-based cereals add to the demand for hot cereals. Addition of exotic flavors into the product variants has led to better tasting breakfasts, driving the demand, especially among kids.

Based on Product Type, the Breakfast Cereal market segments the market into Ready-to-Eat and Hot Cereals. Based on Distribution Channel, the market report segments the market into Supermarket, Convenience Stores, Online, and Others. Based on Countries, the Breakfast Cereal market segments the market into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the Europe Breakfast Cereal Market. Key companies profiled in the report include General Mills, Inc., Alara Wholefoods Ltd., Nestle SA, Kellogg Company, PepsiCo, Inc., Baggrys India Ltd., Post Holdings, Inc. (Attune Foods LLC), B&G Foods Inc., Archer Daniels Midland Company, and Bob's Red Mill Natural Foods Inc.

## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 Europe Breakfast Cereal Market, by Product Type
  - 1.4.2 Europe Breakfast Cereal Market, by Distribution Channel
  - 1.4.3 Europe Breakfast Cereal Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
- 2.2 Drivers, and Restraints
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

### **CHAPTER 3. EUROPE BREAKFAST CEREAL MARKET**

- 3.1 Europe Breakfast Cereal Market by Product Type
  - 3.1.1 Europe Breakfast Cereal Ready-to-Eat Market by Country
  - 3.1.2 Europe Hot Cereals Market by Country

### **CHAPTER 4. EUROPE BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL**

- 4.1 Introduction
  - 4.1.1 Europe Breakfast Cereal in Supermarket Market by Country
  - 4.1.2 Europe Breakfast Cereal in Convenience Stores Market by Country
  - 4.1.3 Europe Breakfast Cereal in Online Market by Country
  - 4.1.4 Europe Breakfast Cereal in Others Market by Country

### **CHAPTER 5. EUROPE BREAKFAST CEREAL MARKET BY COUNTRY**

- 5.1 Introduction
- 5.2 Germany Breakfast Cereal Market

- 5.2.1 Germany Breakfast Cereal Market by Product Type
- 5.2.2 Germany Breakfast Cereal Market by Distribution Channel
- 5.3 UK Breakfast Cereal Market
  - 5.3.1 UK Breakfast Cereal Market by Product Type
  - 5.3.2 UK Breakfast Cereal Market by Distribution Channel
- 5.4 France Breakfast Cereal Market
  - 5.4.1 France Breakfast Cereal Market by Product Type
  - 5.4.2 France Breakfast Cereal Market by Distribution Channel
- 5.5 Russia Breakfast Cereal Market
  - 5.5.1 Russia Breakfast Cereal Market by Product Type
  - 5.5.2 Russia Breakfast Cereal Market by Distribution Channel
- 5.6 Spain Breakfast Cereal Market
  - 5.6.1 Spain Breakfast Cereal Market by Product Type
  - 5.6.2 Spain Breakfast Cereal Market by Distribution Channel
- 5.7 Italy Breakfast Cereal Market
  - 5.7.1 Italy Breakfast Cereal Market by Product Type
  - 5.7.2 Italy Breakfast Cereal Market by Distribution Channel
- 5.8 Rest of Europe Breakfast Cereal Market
  - 5.8.1 Rest of Europe Breakfast Cereal Market by Product Type
  - 5.8.2 Rest of Europe Breakfast Cereal Market by Distribution Channel

## **CHAPTER 6. COMPANY PROFILES**

- 6.1 Kellogg Company
  - 6.1.1 Company Overview
  - 6.1.2 Financial Analysis
  - 6.1.3 Segmental and Regional Analysis
  - 6.1.4 Research & Development Expense
  - 6.1.5 Strategies at a Glance
    - 6.1.5.1 Mergers & Acquisitions
- 6.2 General Mills Inc.
  - 6.2.1 Company Overview
  - 6.2.2 Financial Analysis
  - 6.2.3 Segmental and Regional Analysis
  - 6.2.4 Research & Development Expense
- 6.3 Nestle SA
  - 6.3.1 Company Overview
  - 6.3.2 Financial Analysis
  - 6.3.3 Segmental Analysis

- 6.4 PepsiCo, Inc.
  - 6.4.1 Company Overview
  - 6.4.2 Financial Analysis
  - 6.4.3 Regional Analysis
  - 6.4.4 Research & Development Expense
- 6.5 Post Holdings, Inc. (Attune Foods LLC)
  - 6.5.1 Company Overview
  - 6.5.2 Financial Analysis
  - 6.5.3 Segmental Analysis
  - 6.5.4 Research & Development Expense
- 6.6 Archer Daniels Midland Company
  - 6.6.1 Company Overview
  - 6.6.2 Financial Analysis
  - 6.6.3 Segmental and Regional Analysis
  - 6.6.4 Research & Development Expense
- 6.7 B&G Foods Inc.
  - 6.7.1 Company Overview
  - 6.7.2 Financial Analysis
- 6.8 Alara Wholefoods Ltd.
  - 6.8.1 Company Overview
- 6.9 Bagrrys India Ltd.
  - 6.9.1 Company Overview
- 6.1 Bob's Red Mill Natural Foods Inc.
  - 6.10.1 Company Overview

## List Of Tables

### LIST OF TABLES

Table 1 EUROPE BREAKFAST CEREAL MARKET, 2013 - 2016, USD MILLION

Table 2 EUROPE BREAKFAST CEREAL MARKET, 2017 - 2023, USD MILLION

Table 3 EUROPE BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2013 - 2016, USD MILLION

Table 4 EUROPE BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2017 - 2023, USD MILLION

Table 5 EUROPE BREAKFAST CEREAL READY-TO-EAT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 6 EUROPE BREAKFAST CEREAL READY-TO-EAT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 7 EUROPE HOT CEREALS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 8 EUROPE HOT CEREALS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 9 EUROPE BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 10 EUROPE BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2017 - 2023, USD MILLION

Table 11 EUROPE BREAKFAST CEREAL IN SUPERMARKET MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 12 EUROPE BREAKFAST CEREAL IN SUPERMARKET MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 13 EUROPE BREAKFAST CEREAL IN CONVENIENCE STORES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 14 EUROPE BREAKFAST CEREAL IN CONVENIENCE STORES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 15 EUROPE BREAKFAST CEREAL IN ONLINE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 16 EUROPE BREAKFAST CEREAL IN ONLINE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 17 EUROPE BREAKFAST CEREAL IN OTHERS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 18 EUROPE BREAKFAST CEREAL IN OTHERS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 19 EUROPE BREAKFAST CEREAL MARKET BY COUNTRY, 2013 - 2016, USD

**MILLION**

Table 20 EUROPE BREAKFAST CEREAL MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 21 GERMANY BREAKFAST CEREAL MARKET, 2013 - 2016, USD MILLION

Table 22 GERMANY BREAKFAST CEREAL MARKET, 2017 - 2023, USD MILLION

Table 23 GERMANY BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2013 - 2016, USD MILLION

Table 24 GERMANY BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2017 - 2023, USD MILLION

Table 25 GERMANY BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 26 GERMANY BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2017 - 2023, USD MILLION

Table 27 UK BREAKFAST CEREAL MARKET, 2013 - 2016, USD MILLION

Table 28 UK BREAKFAST CEREAL MARKET, 2017 - 2023, USD MILLION

Table 29 UK BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2013 - 2016, USD MILLION

Table 30 UK BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2017 - 2023, USD MILLION

Table 31 UK BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 32 UK BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2017 - 2023, USD MILLION

Table 33 FRANCE BREAKFAST CEREAL MARKET, 2013 - 2016, USD MILLION

Table 34 FRANCE BREAKFAST CEREAL MARKET, 2017 - 2023, USD MILLION

Table 35 FRANCE BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2013 - 2016, USD MILLION

Table 36 FRANCE BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2017 - 2023, USD MILLION

Table 37 FRANCE BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 38 FRANCE BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2017 - 2023, USD MILLION

Table 39 RUSSIA BREAKFAST CEREAL MARKET, 2013 - 2016, USD MILLION

Table 40 RUSSIA BREAKFAST CEREAL MARKET, 2017 - 2023, USD MILLION

Table 41 RUSSIA BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2013 - 2016, USD MILLION

Table 42 RUSSIA BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2017 - 2023, USD MILLION

Table 43 RUSSIA BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 44 RUSSIA BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2017 - 2023, USD MILLION

Table 45 SPAIN BREAKFAST CEREAL MARKET, 2013 - 2016, USD MILLION

Table 46 SPAIN BREAKFAST CEREAL MARKET, 2017 - 2023, USD MILLION

Table 47 SPAIN BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2013 - 2016, USD MILLION

Table 48 SPAIN BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2017 - 2023, USD MILLION

Table 49 SPAIN BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 50 SPAIN BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2017 - 2023, USD MILLION

Table 51 ITALY BREAKFAST CEREAL MARKET, 2013 - 2016, USD MILLION

Table 52 ITALY BREAKFAST CEREAL MARKET, 2017 - 2023, USD MILLION

Table 53 ITALY BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2013 - 2016, USD MILLION

Table 54 ITALY BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2017 - 2023, USD MILLION

Table 55 ITALY BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 56 ITALY BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2017 - 2023, USD MILLION

Table 57 REST OF EUROPE BREAKFAST CEREAL MARKET, 2013 - 2016, USD MILLION

Table 58 REST OF EUROPE BREAKFAST CEREAL MARKET, 2017 - 2023, USD MILLION

Table 59 REST OF EUROPE BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2013 - 2016, USD MILLION

Table 60 REST OF EUROPE BREAKFAST CEREAL MARKET BY PRODUCT TYPE, 2017 - 2023, USD MILLION

Table 61 REST OF EUROPE BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2013 - 2016, USD MILLION

Table 62 REST OF EUROPE BREAKFAST CEREAL MARKET BY DISTRIBUTION CHANNEL, 2017 - 2023, USD MILLION

Table 63 KEY INFORMATION – KELLOGG COMPANY

Table 64 KEY INFORMATION – GENERAL MILLS INC.

Table 65 KEY INFORMATION – NESTLE SA

Table 66 KEY INFORMATION – PEPSICO, INC.

Table 67 KEY INFORMATION – POST HOLDINGS, INC. (ATTUNE FOODS LLC)

Table 68 KEY INFORMATION – ARCHER DANIELS MIDLAND COMPANY(WILD FLAVORS)

Table 69 KEY INFORMATION – B&G FOODS INC.

Table 70 KEY INFORMATION – ALARA WHOLEFOODS LTD.

Table 71 KEY INFORMATION – BAGRRYS INDIA LTD.

Table 72 KEY INFORMATION – BOB'S RED MILL NATURAL FOODS INC.



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