

# Breakfast Cereals in Europe

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## Abstracts

Breakfast Cereals in Europe

### SUMMARY

Breakfast Cereals in Europe industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The breakfast cereals market consists of retail sales of hot cereals and ready-to-eat cereals. Hot cereals segment consists of traditional products (e.g. porridge oats), instant mixes and ready-to-heat products. Ready-to-eat cereals segment consists of children's breakfast cereals and family breakfast cereals such as, flakes, muesli and other RTE cereals. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2018 exchange rates.

The European breakfast cereals market had total revenues of \$9,030.3m in 2018, representing a compound annual growth rate (CAGR) of 3.41% between 2014 and 2018.

Market consumption volume increased with a CAGR of 2.4% between 2014 and 2018, to reach a total of 1,502.0 million kilograms in 2018.

Like many developed regions, the European breakfast cereals market has to deal with a number of factors that are slowing the pace of sales.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the breakfast cereals market in Europe

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the breakfast cereals market in Europe

Leading company profiles reveal details of key breakfast cereals market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Europe breakfast cereals market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Europe breakfast cereals market by value in 2018?

What will be the size of the Europe breakfast cereals market in 2023?

What factors are affecting the strength of competition in the Europe breakfast cereals market?

How has the market performed over the last five years?

Who are the top competitors in Europe's breakfast cereals market?

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### COMPANIES MENTIONED

Bright Food (Group) Co Ltd  
Cereal Partners Worldwide  
Kellogg Company  
PepsiCo, Inc.

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