

Breakfast Cereals in Germany

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Abstracts

Breakfast Cereals in Germany

SUMMARY

Breakfast Cereals in Germany 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 German breakfast cereals market had total revenues of \$1,104.5m in 2018, representing a compound annual growth rate (CAGR) of 5.4% between 2014 and 2018.

Market consumption volume increased with a CAGR of 4.4% between 2014 and 2018, to reach a total of 140.4 million kilograms in 2018.

The high disposable income of German consumers is increasing expenditure on many food products, including cereals.

SCOPE

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

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

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 Germany breakfast cereals market with five year forecasts by both value and volume

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

Contents

Executive Summary

Market value

Market value forecast

Market volume

Market volume forecast

Category segmentation

Geography segmentation

Market share

Market rivalry

Market Overview

Market definition

Market analysis

Market Data

Market value

Market volume

Market Segmentation

Category segmentation

Geography segmentation

Market share

Market distribution

Market Outlook

Market value forecast

Market volume forecast

Five Forces Analysis

Summary

Buyer power

Supplier power

New entrants

Threat of substitutes

Degree of rivalry

Leading Companies

Cereal Partners Worldwide

Kellogg Company

Dr. August Oetker KG

Peter Kolln GmbH & Co. KGaA

Macroeconomic Indicators

Country data

Methodology
Industry associations
Related MarketLine research
Appendix
About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Germany breakfast cereals market value: \$ million, 2014-18
- Table 2: Germany breakfast cereals market volume: million kilograms, 2014-18
- Table 3: Germany breakfast cereals market category segmentation: \$ million, 2018
- Table 4: Germany breakfast cereals market geography segmentation: \$ million, 2018
- Table 5: Germany breakfast cereals market share: % share, by value, 2018
- Table 6: Germany breakfast cereals market distribution: % share, by value, 2018
- Table 7: Germany breakfast cereals market value forecast: \$ million, 2018-23
- Table 8: Germany breakfast cereals market volume forecast: million kilograms, 2018-23
- Table 9: Cereal Partners Worldwide: key facts
- Table 10: Kellogg Company: key facts
- Table 11: Kellogg Company: key financials (\$)
- Table 12: Kellogg Company: key financial ratios
- Table 13: Dr. August Oetker KG: key facts
- Table 14: Dr. August Oetker KG: key financials (\$)
- Table 15: Dr. August Oetker KG: key financials (€)
- Table 16: Dr. August Oetker KG: key financial ratios
- Table 17: Peter Kolln GmbH & Co. KGaA: key facts
- Table 18: Germany size of population (million), 2014-18
- Table 19: Germany gdp (constant 2005 prices, \$ billion), 2014-18
- Table 20: Germany gdp (current prices, \$ billion), 2014-18
- Table 21: Germany inflation, 2014-18
- Table 22: Germany consumer price index (absolute), 2014-18
- Table 23: Germany exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: Germany breakfast cereals market value: \$ million, 2014-18

Figure 2: Germany breakfast cereals market volume: million kilograms, 2014-18

Figure 3: Germany breakfast cereals market category segmentation: % share, by value, 2018

Figure 4: Germany breakfast cereals market geography segmentation: % share, by value, 2018

Figure 5: Germany breakfast cereals market share: % share, by value, 2018

Figure 6: Germany breakfast cereals market distribution: % share, by value, 2018

Figure 7: Germany breakfast cereals market value forecast: \$ million, 2018-23

Figure 8: Germany breakfast cereals market volume forecast: million kilograms, 2018-23

Figure 9: Forces driving competition in the breakfast cereals market in Germany, 2018

Figure 10: Drivers of buyer power in the breakfast cereals market in Germany, 2018

Figure 11: Drivers of supplier power in the breakfast cereals market in Germany, 2018

Figure 12: Factors influencing the likelihood of new entrants in the breakfast cereals market in Germany, 2018

Figure 13: Factors influencing the threat of substitutes in the breakfast cereals market in Germany, 2018

Figure 14: Drivers of degree of rivalry in the breakfast cereals market in Germany, 2018

Figure 15: Kellogg Company: revenues & profitability

Figure 16: Kellogg Company: assets & liabilities

Figure 17: Dr. August Oetker KG: assets & liabilities

COMPANIES MENTIONED

Cereal Partners Worldwide

Kellogg Company

Dr. August Oetker KG

Peter Kolln GmbH & Co. KGaA

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