

# Breakfast Cereals in Italy

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## Abstracts

Breakfast Cereals in Italy

### SUMMARY

Breakfast Cereals in Italy 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 Italian breakfast cereals market had total revenues of \$539.4m in 2018, representing a compound annual rate of change (CARC) of -0.3% between 2014 and 2018.

Market consumption volume declined with a CARC of -1.0% between 2014 and 2018, to reach a total of 69.5 million kilograms in 2018.

Economic instability largely affected purchasing power.

## SCOPE

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

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

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

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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### COMPANIES MENTIONED

Cereal Partners Worldwide  
Cerealvit Srl  
Colussi SpA  
Kellogg Company

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