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Breakfast Cereals in Scandinavia

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Abstracts

Breakfast Cereals in Scandinavia

SUMMARY

Breakfast Cereals in Scandinavia 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 Scandinavian breakfast cereals market had total revenues of $624.7m in 2018, representing a compound annual growth rate (CAGR) of 3.4% between 2014 and 2018.

Market consumption volume increased with a CAGR of 1.9% between 2014 and 2018, to reach a total of 122.2 million kilograms in 2018.

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The expansion of the Norwegian breakfast cereals market is largely supported by an increase in disposable income, busy consumerist lifestyles, and a demand for healthy foods.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitiors in Scandinavia's breakfast cereals market?

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COMPANIES MENTIONED

Cereal Partners Worldwide
Kellogg Company
Lantmannen ek
PepsiCo, Inc.

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