

Breakfast Cereals North America (NAFTA) Industry Guide 2014-2023

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Abstracts

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SUMMARY

The NAFTA Breakfast Cereals 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.

Essential resource for top-line data and analysis covering the NAFTA breakfast cereals market. Includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

KEY HIGHLIGHTS

The North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The breakfast cereals industry within the NAFTA countries had a total market value of \$14,036.8 million in 2018. The Mexico was the fastest growing country, with a CAGR of 6.3% over the 2014-18 period.

Within the breakfast cereals industry, the US is the leading country among the NAFTA bloc, with market revenues of \$10,590.0 million in 2018. This was followed by Mexico and Canada, with a value of \$2,082.9 and \$1,363.9 million, respectively.

The US is expected to lead the breakfast cereals industry in the NAFTA bloc, with a value of \$11,488.0 million in 2023, followed by Mexico and Canada with expected values of \$2,613.7 and \$1,701.9 million, respectively.

SCOPE

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

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

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

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

Compares data from the US, Canada and Mexico, alongside individual chapters on each country

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in the NAFTA breakfast cereals market?

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