

# Europe Breakfast Cereals Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

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### SUMMARY

Breakfast Cereals in Europe industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). 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 2022 exchange rates.

The European Breakfast Cereals market had total revenues of \$9,845.6 million in 2022, representing a compound annual growth rate (CAGR) of 4.2% between 2017 and 2022.

Market consumption volume increased with a CAGR of 2.1% between 2017 and

2022, to reach a total of 1,679.3 million kilograms in 2022.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 5.3% for the five-year period 2022 - 2027, which is expected to drive the market to a value of \$12,774.0 million by the end of 2027.

## 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

## REASONS TO BUY

What was the size of the Europe breakfast cereals market by value in 2022?

What will be the size of the Europe breakfast cereals market in 2027?

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

How has the market performed over the last five years?

What are the main segments that make up Europe's breakfast cereals market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players in the European breakfast cereals market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?
- 7.4. Which companies' market shares have suffered over the same period?
- 7.5. What are the most popular brands in the European breakfast cereals market?

## **8 COMPANY PROFILES**

- 8.1. Kellogg Co
- 8.2. Cereal Partners Worldwide S.A.
- 8.3. PepsiCo Inc
- 8.4. Post Holdings Inc

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Europe breakfast cereals market value: \$ million, 2017-22
- Table 2: Europe breakfast cereals market volume: million kilograms, 2017-22
- Table 3: Europe breakfast cereals market category segmentation: % share, by value, 2017-2022
- Table 4: Europe breakfast cereals market category segmentation: \$ million, 2017-2022
- Table 5: Europe breakfast cereals market geography segmentation: \$ million, 2022
- Table 6: Europe breakfast cereals market distribution: % share, by value, 2022
- Table 7: Europe breakfast cereals market value forecast: \$ million, 2022-27
- Table 8: Europe breakfast cereals market volume forecast: million kilograms, 2022-27
- Table 9: Europe breakfast cereals market share: % share, by value, 2022
- Table 10: Kellogg Co: key facts
- Table 11: Kellogg Co: Annual Financial Ratios
- Table 12: Kellogg Co: Key Employees
- Table 13: Kellogg Co: Key Employees Continued
- Table 14: Cereal Partners Worldwide S.A.: key facts
- Table 15: PepsiCo Inc: key facts
- Table 16: PepsiCo Inc: Annual Financial Ratios
- Table 17: PepsiCo Inc: Key Employees
- Table 18: PepsiCo Inc: Key Employees Continued
- Table 19: PepsiCo Inc: Key Employees Continued
- Table 20: Post Holdings Inc: key facts
- Table 21: Post Holdings Inc: Annual Financial Ratios
- Table 22: Post Holdings Inc: Key Employees
- Table 23: Europe size of population (million), 2018-22
- Table 24: Europe gdp (constant 2005 prices, \$ billion), 2018-22
- Table 25: Europe gdp (current prices, \$ billion), 2018-22
- Table 26: Europe inflation, 2018-22
- Table 27: Europe consumer price index (absolute), 2018-22
- Table 28: Europe exchange rate, 2018-22

## List Of Figures

### LIST OF FIGURES

Figure 1: Europe breakfast cereals market value: \$ million, 2017-22

Figure 2: Europe breakfast cereals market volume: million kilograms, 2017-22

Figure 3: Europe breakfast cereals market category segmentation: \$ million, 2017-2022

Figure 4: Europe breakfast cereals market geography segmentation: % share, by value, 2022

Figure 5: Europe breakfast cereals market distribution: % share, by value, 2022

Figure 6: Europe breakfast cereals market value forecast: \$ million, 2022-27

Figure 7: Europe breakfast cereals market volume forecast: million kilograms, 2022-27

Figure 8: Forces driving competition in the breakfast cereals market in Europe, 2022

Figure 9: Drivers of buyer power in the breakfast cereals market in Europe, 2022

Figure 10: Drivers of supplier power in the breakfast cereals market in Europe, 2022

Figure 11: Factors influencing the likelihood of new entrants in the breakfast cereals market in Europe, 2022

Figure 12: Factors influencing the threat of substitutes in the breakfast cereals market in Europe, 2022

Figure 13: Drivers of degree of rivalry in the breakfast cereals market in Europe, 2022

Figure 14: Europe breakfast cereals market share: % share, by value, 2022

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