

Italy Breakfast Cereals Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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SUMMARY

Breakfast Cereals in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 Italian Breakfast Cereals market had total revenues of \$497.5 million in 2022, representing a compound annual growth rate (CAGR) of 0.7% between 2017 and 2022.

Market consumption volumes declined with a CAGR of -0.7% between 2017 and 2022, to reach a total of 67.8 million kilograms in 2022.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 1.7% for the five-year period 2022 - 2027, which is expected to drive the market to a value of \$542.4 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 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 2022?

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

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?

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 Italian 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. What are the most popular brands in the Italian breakfast cereals market?

8 COMPANY PROFILES

- 8.1. Kellogg Co
- 8.2. Cereal Partners Worldwide S.A.
- 8.3. Colussi SpA
- 8.4. Nestle SA

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: Italy breakfast cereals market value: \$ million, 2017-22
- Table 2: Italy breakfast cereals market volume: million kilograms, 2017-22
- Table 3: Italy breakfast cereals market category segmentation: % share, by value, 2017-2022
- Table 4: Italy breakfast cereals market category segmentation: \$ million, 2017-2022
- Table 5: Italy breakfast cereals market geography segmentation: \$ million, 2022
- Table 6: Italy breakfast cereals market distribution: % share, by value, 2022
- Table 7: Italy breakfast cereals market value forecast: \$ million, 2022-27
- Table 8: Italy breakfast cereals market volume forecast: million kilograms, 2022-27
- Table 9: Italy 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: Colussi SpA: key facts
- Table 16: Colussi SpA: Key Employees
- Table 17: Nestle SA: key facts
- Table 18: Nestle SA: Annual Financial Ratios
- Table 19: Nestle SA: Key Employees
- Table 20: Nestle SA: Key Employees Continued
- Table 21: Italy size of population (million), 2018-22
- Table 22: Italy gdp (constant 2005 prices, \$ billion), 2018-22
- Table 23: Italy gdp (current prices, \$ billion), 2018-22
- Table 24: Italy inflation, 2018-22
- Table 25: Italy consumer price index (absolute), 2018-22
- Table 26: Italy exchange rate, 2018-22

List Of Figures

LIST OF FIGURES

- Figure 1: Italy breakfast cereals market value: \$ million, 2017-22
- Figure 2: Italy breakfast cereals market volume: million kilograms, 2017-22
- Figure 3: Italy breakfast cereals market category segmentation: \$ million, 2017-2022
- Figure 4: Italy breakfast cereals market geography segmentation: % share, by value, 2022
- Figure 5: Italy breakfast cereals market distribution: % share, by value, 2022
- Figure 6: Italy breakfast cereals market value forecast: \$ million, 2022-27
- Figure 7: Italy breakfast cereals market volume forecast: million kilograms, 2022-27
- Figure 8: Forces driving competition in the breakfast cereals market in Italy, 2022
- Figure 9: Drivers of buyer power in the breakfast cereals market in Italy, 2022
- Figure 10: Drivers of supplier power in the breakfast cereals market in Italy, 2022
- Figure 11: Factors influencing the likelihood of new entrants in the breakfast cereals market in Italy, 2022
- Figure 12: Factors influencing the threat of substitutes in the breakfast cereals market in Italy, 2022
- Figure 13: Drivers of degree of rivalry in the breakfast cereals market in Italy, 2022
- Figure 14: Italy breakfast cereals market share: % share, by value, 2022

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