

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

<https://marketpublishers.com/r/S003C28EE5A2EN.html>

Date: June 2023

Pages: 40

Price: US\$ 350.00 (Single User License)

ID: S003C28EE5A2EN

## Abstracts

Switzerland Breakfast Cereals Market @Summary, Competitive Analysis and Forecast to 2027

### SUMMARY

Breakfast Cereals in Switzerland 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 Swiss Breakfast Cereals market had total revenues of \$228.5 million in 2022, representing a compound annual growth rate (CAGR) of 2% between 2017 and 2022.

Market consumption volume increased with a CAGR of 1.3% between 2017 and

2022, to reach a total of 26.9 million kilograms in 2022.

The performance of the market is forecast to decelerate, 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 \$248.8 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 Switzerland

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

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 Switzerland breakfast cereals market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Switzerland'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 Swiss 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 Swiss breakfast cereals market?

## **8 COMPANY PROFILES**

- 8.1. Kellogg Co
- 8.2. bio-familia AG
- 8.3. Nestle SA
- 8.4. Cereal Partners Worldwide S.A.

## **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: Switzerland breakfast cereals market value: \$ million, 2017-22

Table 2: Switzerland breakfast cereals market volume: million kilograms, 2017-22

Table 3: Switzerland breakfast cereals market category segmentation: % share, by value, 2017-2022

Table 4: Switzerland breakfast cereals market category segmentation: \$ million, 2017-2022

Table 5: Switzerland breakfast cereals market geography segmentation: \$ million, 2022

Table 6: Switzerland breakfast cereals market distribution: % share, by value, 2022

Table 7: Switzerland breakfast cereals market value forecast: \$ million, 2022-27

Table 8: Switzerland breakfast cereals market volume forecast: million kilograms, 2022-27

Table 9: Switzerland 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: bio-familia AG: key facts

Table 15: Nestle SA: key facts

Table 16: Nestle SA: Annual Financial Ratios

Table 17: Nestle SA: Key Employees

Table 18: Nestle SA: Key Employees Continued

Table 19: Cereal Partners Worldwide S.A.: key facts

Table 20: Switzerland size of population (million), 2018-22

Table 21: Switzerland gdp (constant 2005 prices, \$ billion), 2018-22

Table 22: Switzerland gdp (current prices, \$ billion), 2018-22

Table 23: Switzerland inflation, 2018-22

Table 24: Switzerland consumer price index (absolute), 2018-22

Table 25: Switzerland exchange rate, 2018-22

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## I would like to order

Product name: Switzerland Breakfast Cereals Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/S003C28EE5A2EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S003C28EE5A2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

