

# **Southern Europe: Market of Breakfast Cereals and Cereal Bars and the Impact of COVID-19 in the Medium Term**

<https://marketpublishers.com/r/SF875826B169EN.html>

Date: July 2024

Pages: 150

Price: US\$ 1,999.00 (Single User License)

ID: SF875826B169EN

## **Abstracts**

This report presents a strategic analysis of the breakfast cereals and cereal bars market in Southern Europe and a forecast for its development in the medium term, taking into account the impact of COVID-19 on it. It provides a comprehensive overview of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the breakfast cereals and cereal bars market in Southern Europe, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the next five years, taking into account the impact of COVID-19 on it. In addition, the report presents an elaborate analysis of the main market participants, price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the breakfast cereals and cereal bars market in Southern Europe covers the following countries: Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Greece, Italy, Malta, Montenegro, Portugal, Romania, Serbia, Slovenia, and Spain.

The report on the breakfast cereals and cereal bars market in Southern Europe includes:

Analysis and forecast for the economy of Southern Europe;

Analysis and forecast of the market size, value and dynamics;

Market structure (by origin, by country (includes breakdown of all indicators by all 33 analyzed countries), by types of products, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis;

Analysis and forecast of the trends and levels of supply and demand on the market;

Analysis of the factors, influencing the development of the market (market growth drivers, restraints, etc.);

Country opportunity analysis;

Analysis of the major trade flows;

Forecast for development of the market in the medium term, taking into account the impact of COVID-19 on it (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively get a strategic analysis and gain competitive intelligence about the market;

Track market data, including size, value, dynamics, structure, segmentation and forecasts: past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Explore and identify new market opportunities in the countries and regions within the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future, taking into account the impact of COVID-19 on it (in the next 5 years);

Get acquainted with the leading companies on the market;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and

calculations.

If you are interested in the breakfast cereals and cereal bars market in Southern Europe, this research report will provide you with a strategic analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF BREAKFAST CEREALS AND CEREAL BARS**

### **4. CHARACTERISTICS AND ANALYSIS OF RAW MATERIALS BASE**

### **5. STATE OF THE ECONOMY OF SOUTHERN EUROPE**

- 5.1. Characteristics of the economy of Southern Europe in 2015-2019
- 5.2. Forecast for the development of the economy of Southern Europe for 2020-2022

### **6. OVERVIEW AND ANALYSIS OF THE BREAKFAST CEREALS AND CEREAL BARS MARKET IN SOUTHERN EUROPE**

- 6.1. Volume, value and dynamics of the breakfast cereals and cereal bars market in Southern Europe in 2015-2019
- 6.2. Structure of the breakfast cereals and cereal bars market in Southern Europe in 2015-2019: production, imports, exports, consumption
- 6.3. Structure of the breakfast cereals and cereal bars market in Southern Europe by types of breakfast cereals and cereal bars
- 6.4. Structure of the breakfast cereals and cereal bars market in Southern Europe by origin
- 6.5. Structure of the breakfast cereals and cereal bars market in Southern Europe by country
- 6.6. Key recent trends on the breakfast cereals and cereal bars market in Southern Europe
- 6.7. Competitive landscape of the market
- 6.8. Country opportunity analysis
- 6.9. Key drivers and restraints for the market development in the medium term
- 6.10. Forecast for development of the breakfast cereals and cereal bars market in Southern Europe for 2020-2025

## **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF BREAKFAST CEREALS AND CEREAL BARS IN SOUTHERN EUROPE**

- 7.1. Volume, value and dynamics of the domestic production of breakfast cereals and cereal bars in Southern Europe in 2015-2019
- 7.2. Structure of the domestic production of breakfast cereals and cereal bars by types of breakfast cereals and cereal bars
- 7.3. Structure of the Southern European production of breakfast cereals and cereal bars by countries
- 7.4. Characteristics of the main producers of breakfast cereals and cereal bars in Southern Europe

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF BREAKFAST CEREALS AND CEREAL BARS IN SOUTHERN EUROPE**

- 8.1. Value chain analysis
- 8.2. Structure of price formation
- 8.3. Characteristics of the producer prices of breakfast cereals and cereal bars in Southern Europe in 2015-2019
- 8.4. Characteristics of other prices of breakfast cereals and cereal bars

## **9. FOREIGN TRADE OPERATIONS OF BREAKFAST CEREALS AND CEREAL BARS IN SOUTHERN EUROPE**

- 9.1. Foreign trade operations of breakfast cereals and cereal bars in Southern Europe in 2015-2019

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF BREAKFAST CEREALS AND CEREAL BARS TO THE SOUTHERN EUROPEAN MARKET**

- 10.1. Volume, value and dynamics of the imports of breakfast cereals and cereal bars to Southern Europe in 2015-2019
- 10.2. Major trade inflows of breakfast cereals and cereal bars imports to Southern Europe
- 10.3. Structure of the imports of breakfast cereals and cereal bars by types of products
- 10.4. Prices of imported breakfast cereals and cereal bars in Southern Europe

## **11. OVERVIEW AND ANALYSIS OF THE SOUTHERN EUROPEAN EXPORTS OF BREAKFAST CEREALS AND CEREAL BARS**

11.1. Volume, value and dynamics of the Southern European exports of breakfast cereals and cereal bars in 2015-2019

11.2. Major trade outflows of breakfast cereals and cereal bars exports from Southern Europe

11.3. Structure of the Southern European exports of breakfast cereals and cereal bars by types of products

11.4. Prices of Southern European exports of breakfast cereals and cereal bars

## **12. CHARACTERISTICS OF THE CONSUMPTION OF BREAKFAST CEREALS AND CEREAL BARS IN SOUTHERN EUROPE**

12.1. Volume, value and dynamics of the consumption of breakfast cereals and cereal bars in Southern Europe in 2015-2019

12.2. Structure of the consumption of breakfast cereals and cereal bars in Southern Europe in 2015-2019 (by origin, by channel, by type of breakfast cereals and cereal bars)

12.3. Structure of the consumption of breakfast cereals and cereal bars in Southern Europe by country

12.4. Volume, value and dynamics of the per capita consumption of breakfast cereals and cereal bars in Southern Europe in 2015-2019

12.5. Balance between supply and demand on the breakfast cereals and cereal bars market in Southern Europe in 2015-2019 and forecast for 2020-2025

## **13. FORECAST FOR DEVELOPMENT OF THE BREAKFAST CEREALS AND CEREAL BARS MARKET IN SOUTHERN EUROPE FOR 2020-2025**

13.1. Factors, influencing the development of the breakfast cereals and cereal bars market in Southern Europe in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

About WMStrategy

This report is 75% ready and is in completion stage. The final version of the research report will be presented up to 5 working days after your order. If you purchase the Corporate License, you will get an Excel sheet with all the quantitative information in up to 2 working days after your purchase. Feel free to contact us for more information or to request a demo version!

## List Of Tables

### LIST OF TABLES

Key indicators on the breakfast cereals and cereal bars market in Southern Europe in 2015-2019

Key indicators of the economy of Southern Europe in 2015-2019

Forecast for the economy of Southern Europe for 2020-2022

Volume and dynamics of the breakfast cereals and cereal bars market in Southern Europe in 2015-2019

Value and dynamics of the breakfast cereals and cereal bars market in Southern Europe in 2015-2019

Structure of the breakfast cereals and cereal bars market in Southern Europe in 2015-2019, in volume terms

Structure of the breakfast cereals and cereal bars market in Southern Europe in 2015-2019, in value terms

Structure of the breakfast cereals and cereal bars market in Southern Europe by types of breakfast cereals and cereal bars, in volume terms

Structure of the breakfast cereals and cereal bars market in Southern Europe by types of breakfast cereals and cereal bars, in value terms

Structure of the breakfast cereals and cereal bars market in Southern Europe by origin in 2015-2019, in volume terms

Structure of the breakfast cereals and cereal bars market in Southern Europe by origin in 2015-2019, in value terms

Structure of the breakfast cereals and cereal bars market in Southern Europe by country in 2015-2019, in volume terms

Structure of the breakfast cereals and cereal bars market in Southern Europe by country in 2015-2019, in value terms

Country opportunity analysis

Volume and dynamics of the domestic production of breakfast cereals and cereal bars in Southern Europe in 2015-2019

Value and dynamics of the domestic production of breakfast cereals and cereal bars in Southern Europe in 2015-2019

Structure of the domestic production of breakfast cereals and cereal bars by types of breakfast cereals and cereal bars, in volume terms

Structure of the domestic production of breakfast cereals and cereal bars by types of breakfast cereals and cereal bars, in value terms

Structure of the domestic production of breakfast cereals and cereal bars in Southern Europe by producing countries in 2015-2019, in volume terms



Structure of the domestic production of breakfast cereals and cereal bars in Southern Europe by producing countries in 2015-2019, in value terms

Value chain analysis of the breakfast cereals and cereal bars market in Southern Europe

Cost breakdown of the price formation of breakfast cereals and cereal bars in Southern Europe, in %

Volume and dynamics of the average producer prices of breakfast cereals and cereal bars in Southern Europe in 2015-2019

Volume and dynamics of other prices of breakfast cereals and cereal bars in Southern Europe (wholesale, distributor, retail, etc.) in 2015-2019

Trade balance of breakfast cereals and cereal bars foreign trade in Southern Europe in 2015-2019, in volume terms

Trade balance of breakfast cereals and cereal bars foreign trade in Southern Europe in 2015-2019, in value terms

Volume and dynamics of the imports of breakfast cereals and cereal bars to Southern Europe in 2015-2019

Value and dynamics of the imports of breakfast cereals and cereal bars to Southern Europe in 2015-2019

Main countries, importing breakfast cereals and cereal bars to Southern Europe in 2015-2019, in volume terms

Main countries, importing breakfast cereals and cereal bars to Southern Europe in 2015-2019, in value terms

Structure of the imports of breakfast cereals and cereal bars by types of breakfast cereals and cereal bars in 2015-2019, in volume terms

Structure of the imports of breakfast cereals and cereal bars by types of breakfast cereals and cereal bars in 2015-2019, in value terms

Average prices of imported breakfast cereals and cereal bars to Southern Europe in 2015-2019

Volume and dynamics of the Southern European exports of breakfast cereals and cereal bars in 2015-2019

Value and dynamics of the Southern European exports of breakfast cereals and cereal bars in 2015-2019

Recipient countries of the Southern European exports of breakfast cereals and cereal bars in 2015-2019, in volume terms

Recipient countries of the Southern European exports of breakfast cereals and cereal bars in 2015-2019, in value terms

Structure of the Southern European exports of breakfast cereals and cereal bars by types of breakfast cereals and cereal bars in 2015-2019, in volume terms

Structure of the Southern European exports of breakfast cereals and cereal bars by

types of breakfast cereals and cereal bars in 2015-2019, in value terms

Average prices of the Southern European exports of breakfast cereals and cereal bars in 2015-2019

Volume and dynamics of the consumption of breakfast cereals and cereal bars in Southern Europe in 2015-2019

Value and dynamics of the consumption of breakfast cereals and cereal bars in Southern Europe in 2015-2019

Structure of the consumption of breakfast cereals and cereal bars in Southern Europe in 2015-2019, in volume terms

Structure of the consumption of breakfast cereals and cereal bars in Southern Europe in 2015-2019, in value terms

Structure of the consumption of breakfast cereals and cereal bars in Southern Europe by types of breakfast cereals and cereal bars, in volume terms

Structure of the consumption of breakfast cereals and cereal bars in Southern Europe by types of breakfast cereals and cereal bars, in value terms

Structure of the consumption of breakfast cereals and cereal bars in Southern Europe by consuming countries in 2015-2019

Volume and dynamics of the per capita consumption of breakfast cereals and cereal bars in Southern Europe in 2015-2019

Value and dynamics of the per capita consumption of breakfast cereals and cereal bars in Southern Europe in 2015-2019

Balance between supply and demand on the breakfast cereals and cereal bars market in Southern Europe in 2015-2019 and forecast for 2020-2025, in volume terms

Balance between supply and demand on the breakfast cereals and cereal bars market in Southern Europe in 2015-2019 and forecast for 2020-2025, in value terms

Forecast for the total supply of breakfast cereals and cereal bars in Southern Europe for 2020-2025 (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of breakfast cereals and cereal bars in Southern Europe for 2020-2025 (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of breakfast cereals and cereal bars in Southern Europe for 2020-2025 (under the framework of the optimistic scenario), in physical and value terms

## List Of Figures

### LIST OF FIGURES

Volume and dynamics of the breakfast cereals and cereal bars market in Southern Europe in 2015-2019

Value and dynamics of the breakfast cereals and cereal bars market in Southern Europe in 2015-2019

Structure of the breakfast cereals and cereal bars market in Southern Europe in 2015-2019, in volume terms

Structure of the breakfast cereals and cereal bars market in Southern Europe in 2015-2019, in value terms

Structure of the breakfast cereals and cereal bars market in Southern Europe by types of breakfast cereals and cereal bars, in volume terms

Structure of the breakfast cereals and cereal bars market in Southern Europe by types of breakfast cereals and cereal bars, in value terms

Structure of the breakfast cereals and cereal bars market in Southern Europe by origin in volume terms in 2015-2019

Structure of the breakfast cereals and cereal bars market in Southern Europe by origin in value terms in 2015-2019

Structure of the breakfast cereals and cereal bars market in Southern Europe by country in 2015-2019, in volume terms

Structure of the breakfast cereals and cereal bars market in Southern Europe by country in 2015-2019, in value terms

Volume and dynamics of the domestic production of breakfast cereals and cereal bars in Southern Europe in 2015-2019

Value and dynamics of the domestic production of breakfast cereals and cereal bars in Southern Europe in 2015-2019

Structure of the domestic production of breakfast cereals and cereal bars by types of breakfast cereals and cereal bars, in volume terms

Structure of the domestic production of breakfast cereals and cereal bars by types of breakfast cereals and cereal bars, in value terms

Structure of the domestic production of breakfast cereals and cereal bars in Southern Europe by producing countries in 2015-2019, in volume terms

Structure of the domestic production of breakfast cereals and cereal bars in Southern Europe by producing countries in 2015-2019, in value terms

Value chain analysis of the breakfast cereals and cereal bars market in Southern Europe

Structure of the breakfast cereals and cereal bars price formation in Southern Europe,

in %

Deviation of the average producer prices of breakfast cereals and cereal bars in Southern Europe in 2015-2019

Trade balance of breakfast cereals and cereal bars foreign trade in Southern Europe in 2015-2019, in volume terms

Trade balance of breakfast cereals and cereal bars foreign trade in Southern Europe in 2015-2019, in value terms

Volume and dynamics of the imports of breakfast cereals and cereal bars to Southern Europe in 2015-2019

Value and dynamics of the imports of breakfast cereals and cereal bars to Southern Europe in 2015-2019

Main countries, importing breakfast cereals and cereal bars to Southern Europe in 2015-2019, in volume terms

Main countries, importing breakfast cereals and cereal bars to Southern Europe in 2015-2019, in value terms

Volume and dynamics of the imports of breakfast cereals and cereal bars by types of breakfast cereals and cereal bars in 2015-2019

Value and dynamics of the imports of breakfast cereals and cereal bars by types of breakfast cereals and cereal bars in 2015-2019

Average prices of imported breakfast cereals and cereal bars to Southern Europe in 2015-2019

Volume and dynamics of the Southern European exports of breakfast cereals and cereal bars in 2015-2019

Value and dynamics of the Southern European exports of breakfast cereals and cereal bars in 2015-2019

Recipient countries of the Southern European exports of breakfast cereals and cereal bars in 2015-2019, in volume terms

Recipient countries of the Southern European exports of breakfast cereals and cereal bars in 2015-2019, in value terms

Structure of the Southern European exports of breakfast cereals and cereal bars by types of breakfast cereals and cereal bars in 2015-2019, in volume terms

Structure of the Southern European exports of breakfast cereals and cereal bars by types of breakfast cereals and cereal bars in 2015-2019, in value terms

Average prices of the Southern European exports of breakfast cereals and cereal bars in 2015-2019

Volume and dynamics of the consumption of breakfast cereals and cereal bars in Southern Europe in 2015-2019

Value and dynamics of the consumption of breakfast cereals and cereal bars in Southern Europe in 2015-2019

Structure of the consumption of breakfast cereals and cereal bars in Southern Europe in 2015-2019, in volume terms

Structure of the consumption of breakfast cereals and cereal bars in Southern Europe in 2015-2019, in value terms

Structure of the consumption of breakfast cereals and cereal bars in Southern Europe by types of breakfast cereals and cereal bars, in volume terms

Structure of the consumption of breakfast cereals and cereal bars in Southern Europe by types of breakfast cereals and cereal bars, in value terms

Structure of the consumption of breakfast cereals and cereal bars in Southern Europe by consuming countries in 2015-2019

Volume and dynamics of the per capita consumption of breakfast cereals and cereal bars in Southern Europe in 2015-2019

Value and dynamics of the per capita consumption of breakfast cereals and cereal bars in Southern Europe in 2015-2019

Balance between supply and demand on the breakfast cereals and cereal bars market in Southern Europe in 2015-2019 and forecast for 2020-2025, in volume terms

Balance between supply and demand on the breakfast cereals and cereal bars market in Southern Europe in 2015-2019 and forecast for 2020-2025, in value terms

Forecast for the total supply of breakfast cereals and cereal bars in Southern Europe for 2020-2025 (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of breakfast cereals and cereal bars in Southern Europe for 2020-2025 (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of breakfast cereals and cereal bars in Southern Europe for 2020-2025 (under the framework of the optimistic scenario), in physical and value terms

## I would like to order

Product name: Southern Europe: Market of Breakfast Cereals and Cereal Bars and the Impact of COVID-19 in the Medium Term

Product link: <https://marketpublishers.com/r/SF875826B169EN.html>

Price: US\$ 1,999.00 (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/SF875826B169EN.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

