

# Breakfast Cereals in Austria

May 2023

**Table of Contents** 

# Breakfast Cereals in Austria - Category analysis

### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Inflation drives value growth as volume sales decline

Healthier options find a growing audience

Multinationals with global brands maintain their lead

## PROSPECTS AND OPPORTUNITIES

Performance to stabilise as cost pressures gradually ease

Health considerations present a challenge for manufacturers of breakfast cereals

Health, convenience and indulgence could influence the future of the category

### **CATEGORY DATA**

- Table 1 Sales of Breakfast Cereals by Category: Volume 2017-2022
- Table 2 Sales of Breakfast Cereals by Category: Value 2017-2022
- Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2017-2022
- Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2017-2022
- Table 5 NBO Company Shares of Breakfast Cereals: % Value 2018-2022
- Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2019-2022
- Table 7 Distribution of Breakfast Cereals by Format: % Value 2017-2022
- Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2022-2027
- Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2022-2027
- Table 10 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2022-2027
- Table 11 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2022-2027

# Staple Foods in Austria - Industry Overview

## **EXECUTIVE SUMMARY**

Staple foods in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for staple foods?

# MARKET DATA

- Table 12 Sales of Staple Foods by Category: Volume 2017-2022
- Table 13 Sales of Staple Foods by Category: Value 2017-2022
- Table 14 Sales of Staple Foods by Category: % Volume Growth 2017-2022
- Table 15 Sales of Staple Foods by Category: % Value Growth 2017-2022
- Table 16 NBO Company Shares of Staple Foods: % Value 2018-2022
- Table 17 LBN Brand Shares of Staple Foods: % Value 2019-2022
- Table 18 Penetration of Private Label by Category: % Value 2017-2022
- Table 19 Distribution of Staple Foods by Format: % Value 2017-2022
- Table 20 Forecast Sales of Staple Foods by Category: Volume 2022-2027
- Table 21 Forecast Sales of Staple Foods by Category: Value 2022-2027
- Table 22 Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027
- Table 23 Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

# **DISCLAIMER**

## **SOURCES**

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/breakfast-cereals-in-austria/report.