KEY DATA FINDINGS

2022 DEVELOPMENTS
Positive sales growth continues as consumers demand convenience and good nutrition
Rising demand encourages category leaders to step up promotional activity
Healthy options come to the fore as consumers increasingly demand optimum nutrition

PROSPECTS AND OPPORTUNITIES
Background social trends set to continue supporting sales of breakfast cereals
Rising health awareness to drive demand for more nutritious options
Low prices and value for money set to be crucial as incomes remain under pressure

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
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Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2022-2027

Staple Foods in Serbia - 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
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Table 14 - Sales of Staple Foods by Category: % Volume Growth 2017-2022
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Table 18 - Penetration of Private Label by Category: % Value 2017-2022
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Table 20 - Forecast Sales of Staple Foods by Category: Volume 2022-2027
Table 21 - Forecast Sales of Staple Foods by Category: Value 2022-2027
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DISCLAIMER

SOURCES
Summary 1 - Research Sources
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