Breakfast Cereals in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Breakfast cereals impacted by consumer changes in cost-of-living crisis
Rising production costs and higher prices in retail
Private label share gains in 2022 and 2023 down to cost but also availability issues with branded products

PROSPECTS AND OPPORTUNITIES
New consumption occasions emerging for breakfast cereals
New opportunities expected in e-commerce
Health questions may have a big impact on breakfast cereals in the coming years

CATEGORY DATA
Table 1 - Sales of Breakfast Cereals by Category: Volume 2018-2023
Table 2 - Sales of Breakfast Cereals by Category: Value 2018-2023
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Staple Foods in Germany - Industry Overview

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Key trends in 2023
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DISCLAIMER

SOURCES
Summary 1 - Research Sources
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