

# **Breakfast Cereals in Greece**

December 2024

**Table of Contents** 

## Breakfast Cereals in Greece - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Convenience and health aspects push a demand for breakfast cereals

Snacks brands start to appear in breakfast cereals

Consumers look for value for money in big packs

#### PROSPECTS AND OPPORTUNITIES

New consumption occasions to help broaden the category

Snack bars feeds into breakfast cereals

Nostalgia technique to blur the lines between children's and adult breakfast cereals

#### **CATEGORY DATA**

Table 1 - Sales of Breakfast Cereals by Category: Volume 2019-2024

Table 2 - Sales of Breakfast Cereals by Category: Value 2019-2024

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2020-2024

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2021-2024

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2019-2024

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2024-2029

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

# Staple Foods in Greece - Industry Overview

### **EXECUTIVE SUMMARY**

Staple foods in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for staple foods?

## MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2019-2024

Table 13 - Sales of Staple Foods by Category: Value 2019-2024

Table 14 - Sales of Staple Foods by Category: % Volume Growth 2019-2024

Table 15 - Sales of Staple Foods by Category: % Value Growth 2019-2024

Table 16 - NBO Company Shares of Staple Foods: % Value 2020-2024

Table 17 - LBN Brand Shares of Staple Foods: % Value 2021-2024

Table 18 - Penetration of Private Label by Category: % Value 2019-2024

Table 19 - Distribution of Staple Foods by Format: % Value 2019-2024

Table 20 - Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 21 - Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

## 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-greece/report.