



Euromonitor
International

Breakfast Cereals in Ireland

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Retail sales continue to grow as breakfast occasions remain elevated
- Hot cereals outperform market growth
- Branded players expand their shares

PROSPECTS AND OPPORTUNITIES

- Hot cereals, and muesli and granola to drive future growth of breakfast cereals
- Portable formats to expand their presence as need for convenience returns
- Demand for locally produced products is expected to accelerate

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 Ireland - 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

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