



Breakfast Cereals in the Netherlands

December 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Focus on sugar concerns drives negative growth in cereals
- Value growth driven by premium cereals
- Rising prices undermine affordability and drive consumers towards alternatives

PROSPECTS AND OPPORTUNITIES

- A strengthened focus on health and nutrition
- Sustainability gains prominence in consumer expectations
- Growth opportunities linked to increased home breakfast consumption

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 the Netherlands - 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

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SOURCES

- Summary 1 - Research Sources

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