



Breakfast Cereals in Belgium

November 2024

Table of Contents

Breakfast Cereals in Belgium - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive performance despite price hikes as players work on products' health profiles

Muesli and granola drives overall growth

Shrinkflation trend prevalent throughout breakfast cereals, while Kellogg continues to innovate

PROSPECTS AND OPPORTUNITIES

Convenience and health trends ensure stable growth for forecast period

Limited room for further innovation

Private label to see rising interest as trust in quality strengthens, while CSR will come to the fore

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 Belgium - 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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