

## **Breakfast Cereals in Switzerland**

Market Direction | 2022-11-15 | 21 pages | Euromonitor

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### **Report description:**

The Coronavirus (COVID-19) experience has heightened awareness of the importance of health and healthy eating in Switzerland, as elsewhere. In this vein, health and wellness was one of the major themes in breakfast cereals at the end of the review period. Many products in breakfast cereals have, therefore, come under increasing scrutiny and criticism for their high levels of sugar and salt, in an increasingly health-conscious culture. In response, manufacturers of breakfast cereals have attempted...

Euromonitor International's Breakfast Cereals in Switzerland report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Hot Cereals, RTE Cereals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Breakfast Cereals market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International

November 2022

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Health and wellness and on-the-go alternatives exert pressure on breakfast cereals

Focus on healthier ingredients and balanced nutrition add dynamism to muesli and granola

Bio-Familia is at the forefront of innovation in functional breakfast cereals

#### PROSPECTS AND OPPORTUNITIES

Healthy image to continue to drive interest in muesli and granola

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