

Breakfast Cereals in Switzerland

Market Direction | 2024-12-13 | 21 pages | Euromonitor

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Report description:

In 2024, breakfast cereals posted a positive performance in both retail volume and value growth. Despite an increasing number of consumers opting to have breakfast outside the home or skipping it altogether due to time constraints, the category recorded positive retail growth. This can be attributed to manufacturers' efforts to cater to the growing demand for healthier options, with many brands introducing products that offer both nutritional benefits and health-conscious ingredients.

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 2019-2023, 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 2028, 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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BREAKFAST CEREALS IN SWITZERLAND

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2024 DEVELOPMENTS

Nutritional benefits and health-focused ingredients support ongoing growth in breakfast cereals
Health benefits and convenience aid strong growth for muesli and granola
Innovations focus on added health benefits to align with rising wellness trends

PROSPECTS AND OPPORTUNITIES

Ongoing retail growth is expected to be driven by nutrition and convenience
Brands will focus on expanding consumption occasions to drive ongoing growth
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