



Breakfast Cereals in Belgium

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health perception challenges weigh on performance

INDUSTRY PERFORMANCE

Localised preferences and clean-label reformulation
Muesli and granola outperform the rest of the category

WHAT'S NEXT?

Continued pressure on volumes as consumer habits evolve
Balancing health reformulation and flavour appeal
Innovation, sustainability, and digital engagement to shape the future

COMPETITIVE LANDSCAPE

Kellogg retains leadership but faces mounting competition
BMB Brands grows rapidly through premium innovation

CHANNELS

Supermarkets remain dominant but face competition from discounters
E-commerce grows through convenience and niche appeal

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EXECUTIVE SUMMARY

Economic stability and evolving eating habits support steady growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Indulgence, local sourcing, and naturalness define consumer choices
Consumers balance wellness, value, and sustainability
Plant-based innovation and clean labels drive category evolution

WHAT'S NEXT?

Naturalness and premium simplicity to guide future growth
Shifts in consumption patterns and retail dynamics

COMPETITIVE LANDSCAPE

Artisanal producers retain leadership through quality and tradition

Innovation and sustainability drive growth in plant-based products

CHANNELS

Supermarkets consolidate their leading role through flexibility and accessibility

E-commerce expands through convenience and premium differentiation

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