



**Euromonitor
International**

Breakfast Cereals in Italy

November 2025

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Breakfast Cereals in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy variants lead the development of breakfast cereals

INDUSTRY PERFORMANCE

Health agenda drives demand for breakfast cereals with higher nutritional profiles

Hot cereals enjoy dynamism over 2025

WHAT'S NEXT?

Breakfast cereals to leverage innovation and health positioning to overcome maturity and drive sales

Evolving health issues will increasingly shape decision-making

Combination of health innovation and sustainability to yield competitive advantage

COMPETITIVE LANDSCAPE

Kellogg Italia SpA holds significant lead supported by health-led innovations and multi-channel marketing campaigns

Fuchs J Srl enjoys dynamism in hot cereals category

CHANNELS

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Retail e-commerce outperforms over channels

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Staple foods evolves to keep pace with consumer demands

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Staple foods enjoys steady growth as economic conditions stabilise

Consumers are combining sustainable choices with health and ethical motivations

WHAT'S NEXT?

Stable outlook for staple foods

Rising interest in Asian cuisine will underpin expansion of noodles

Growing demand for meat and seafood alternatives

COMPETITIVE LANDSCAPE

Artisanal has a significant share due to prominence of unpackaged leavened bread

Retailers have a solid presence in fragmented landscape

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