



Euromonitor  
International

# Breakfast Cereals in Austria

March 2026

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## Breakfast Cereals in Austria - Category analysis

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Concerns about sugar affecting demand

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Convenience trend supports demand

Health and wellness trend drives growth of muesli and granola

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Health consciousness to continue to be a key influence

Growing concern about sugar

Increasing focus on sustainability

#### COMPETITIVE LANDSCAPE

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Baked goods remains dominant, while breakfast cereals sees significant growth

Health and wellness an increasingly important influence on consumer demand

#### WHAT'S NEXT?

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Evolving retail landscape

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Artisanal products and private label ranges play key role

Artisanal products and private label ranges play key role

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