



Breakfast Cereals in Germany

November 2025

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Breakfast Cereals in Germany - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Budget consciousness influencing purchasing patterns

INDUSTRY PERFORMANCE

Shelf gaps and price fights temper rebound

Health and wellness driving growth

WHAT'S NEXT?

Modest growth ahead as shoppers trade down but trade up on health

Protein, fibre, and clean labels redefine breakfast

Sourcing and packaging upgrades reshape the category

COMPETITIVE LANDSCAPE

Leaders gain share

Vitalis sees continued decline

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EXECUTIVE SUMMARY

Affordability, convenience, and health are primary considerations

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

High levels of budget consciousness

Affordability and clarity prove key

WHAT'S NEXT?

Brands need to show clear, everyday benefits in face of strong private label competition

Private label to quickly mirror brand moves

Discounters to remain key, while online channel continues to develop

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Major retailers lead

Simplicity and practicality are key to success

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