



**Euromonitor
International**

Breakfast Cereals in Portugal

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Breakfast Cereals in Portugal - Category analysis

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2025 DEVELOPMENTS

Rising costs, health positioning and trading down shape category dynamics

INDUSTRY PERFORMANCE

Value growth supported by premium launches amid softening volumes

Health-led innovation fuels flakes segment performance

WHAT'S NEXT?

Moderate growth ahead as prices stabilise and functional benefits gain weight

Gradual sugar reduction and reformulation to address obesity concerns

Whole grains, local sourcing and sustainable packaging gain prominence

COMPETITIVE LANDSCAPE

Nestlé consolidates leadership through segmented innovation and strong branding

Pingo Doce leverages private label strength and health-led extensions

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Supermarkets remain the core platform for innovation and promotion

Retail e-commerce grows as a tool for convenience and budget control

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Staple Foods in Portugal - Industry Overview

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Price awareness, promotions and convenience continue to shape staple food consumption

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Convenience products benefit from changing meal habits and time constraints

Health-focused staples gain ground as consumers seek balance and transparency

WHAT'S NEXT?

Continued price consciousness and growth of private label lines

Meat alternatives must simplify, improve and regain consumer trust

Convenience and sustainability to define future innovation

COMPETITIVE LANDSCAPE

Sonae Modelo Continente strengthens leadership through portfolio breadth and innovation

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