



Breakfast Cereals in Romania

November 2025

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2025 DEVELOPMENTS

Breakfast cereals are not yet deemed a staple for most households

INDUSTRY PERFORMANCE

Breakfast cereals are not an essential in most households

Hot cereals gain appeal, but sales are still limited

WHAT'S NEXT?

Consumption will remain skewed among higher income groups

Health concerns will drive sales of muesli and granola

International players are expected to gain traction

COMPETITIVE LANDSCAPE

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Price inflation impacts staple foods

Lower bread consumption influences category dynamics

WHAT'S NEXT?

Price inflation is set to weigh on category sales

Economic uncertainty will shape purchasing habits

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