



Breakfast Cereals in Switzerland

November 2025

Table of Contents

Breakfast Cereals in Switzerland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and convenience drive growth in breakfast cereals during 2025

INDUSTRY PERFORMANCE

Breakfast cereals in Switzerland record value growth despite shifting consumption habits

Muesli and granola record strong growth, driven by health and convenience trends

WHAT'S NEXT?

Breakfast cereals is set to grow over the forecast period amid health trends and lifestyle shifts

Muesli and granola will drive growth as health and wellness is expected to grow in importance

Sustainability is expected to become a key priority for breakfast cereal manufacturers

COMPETITIVE LANDSCAPE

Migros Genossenschaftsbund eG retains its leadership in breakfast cereals while Ovomaltine gains share

Weetabix Ltd leads growth in 2025 with a health-focused positioning

CHANNELS

Supermarkets strengthen its dominance in breakfast cereals distribution in 2025

Retail e-commerce gains ground through offering a wide selection and heightened convenience

CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 2 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

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Staple Foods in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Value growth is driven by convenience, health and sustainability in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience remains a key growth driver for staple foods in Switzerland

Health and wellness trends shape demand for staple foods in 2025

Sustainability and premiumisation reinforce differentiation in staple foods in Switzerland

WHAT'S NEXT?

Value sales of staple food is set to grow amid health, convenience and sustainability trends

Innovation in staple foods is likely to focus on health, clean labels and sustainability

Rising costs and external risks may put upward pressure on staple food prices in Switzerland

COMPETITIVE LANDSCAPE

Migros consolidates its leadership through private label, local sourcing and strategic investments

Kraft Heinz Co. and Beyond Meat Inc. drive value growth through shelf-stable and plant-based innovation

CHANNELS

Supermarkets maintains its leadership in the distribution of staple foods

Convenience drives rapid growth for retail e-commerce in staple foods

MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2020-2025

Table 13 - Sales of Staple Foods by Category: Value 2020-2025

Table 14 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 15 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 17 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 20 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 21 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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