



**Euromonitor
International**

Breakfast Cereals in Belgium

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive performance despite price hikes as players work on products' health profiles
Muesli and granola drives overall growth
Shrinkflation trend prevalent throughout breakfast cereals, while Kellog continues to innovate

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/breakfast-cereals-in-belgium/report.