



**Euromonitor
International**

Breakfast Cereals in the United Kingdom

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Cost increases slow yet volume sales suffer due to higher cost of living
HFSS regulation drives innovation towards healthier variants
Quaker and Fuel outperform category growth and gain share

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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-the-united-kingdom/report.