



Breakfast Cereals in Germany

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Elevated prices due to high cost of ingredients
- Shelves only partly filled in absence of Kellogg's breakfast cereals
- Alternatives for chocolate and vegan chocolate perform well in Germany

PROSPECTS AND OPPORTUNITIES

- Sugar tax unlikely despite frequent discussions, but health awareness will further rise
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Staple Foods in Germany - Industry Overview

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