



**Euromonitor
International**

Breakfast Cereals in Portugal

November 2024

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2024 DEVELOPMENTS

Private label continues to expand as consumers appreciate affordability
Nestlé introduces children's breakfast cereals under well-established brand names
Granola and hot cereals benefit from the perception of being healthier choices

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