

Breakfast Cereals in Switzerland

December 2024

Table of Contents

Breakfast Cereals in Switzerland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Nutritional benefits and health-focused ingredients support ongoing growth in breakfast cereals Health benefits and convenience aid strong growth for muesli and granola Innovations focus on added health benefits to align with rising wellness trends

PROSPECTS AND OPPORTUNITIES

Ongoing retail growth is expected to be driven by nutrition and convenience Brands will focus on expanding consumption occasions to drive ongoing growth Health trends and limited innovation opportunities are ongoing threats to breakfast cereal

CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2019-2024Table 2 - Sales of Breakfast Cereals by Category: Value 2019-2024Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2019-2024Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2020-2024Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2021-2024Table 7 - Distribution of Breakfast Cereals by Format: % Value 2019-2024Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2024-2029Table 10 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029</table

Staple Foods in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture Key trends in 2024 Competitive Landscape Channel developments What next for staple foods?

MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2019-2024Table 13 - Sales of Staple Foods by Category: Value 2019-2024Table 14 - Sales of Staple Foods by Category: % Volume Growth 2019-2024Table 15 - Sales of Staple Foods by Category: % Value Growth 2019-2024Table 16 - NBO Company Shares of Staple Foods: % Value 2020-2024Table 17 - LBN Brand Shares of Staple Foods: % Value 2021-2024Table 18 - Penetration of Private Label by Category: % Value 2019-2024Table 20 - Forecast Sales of Staple Foods by Category: Volume 2024-2029Table 21 - Forecast Sales of Staple Foods by Category: Value 2024-2029Table 22 - Forecast Sales of Staple Foods by Category: % Value 2024-2029Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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