

# **Breakfast Cereals in Switzerland**

December 2024

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# 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

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