



**Euromonitor
International**

Breakfast Cereals in Serbia

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Convenience and health trends boost sales

Muesli and granola leads growth

WHAT'S NEXT?

Breakfast cereals will gain appeal amongst busy, urban consumers

Rising health concerns to fuel growth

Players to invest in affordable, visually appealing and practical packaging

COMPETITIVE LANDSCAPE

Fun & Fit maintains leadership

Vitalia Nikola leads growth through healthy focus

CHANNELS

Supermarket channel sees rising competition from discounters and convenience stores

E-commerce remains fastest growing channel

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Staple Foods in Serbia - Industry Overview

EXECUTIVE SUMMARY

Busy lifestyles drive demand, but consumers remain price sensitive

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INDUSTRY PERFORMANCE

Increasingly busy lifestyles drive sales

Shift towards healthier offerings, especially in breakfast cereals

Consumers remain price sensitive

WHAT'S NEXT?

Fast-paced lifestyles to drive continued growth

Health and wellness trend will gain traction

Price sensitivity will continue to shape consumer behaviour

COMPETITIVE LANDSCAPE

Artisanal producers lead sales

Benlian leads growth having tapped into health and wellness trend

Private label solidifies its presence amid ongoing consumer price sensitivity

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