



# Breakfast Cereals in Germany

November 2025

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## Breakfast Cereals in Germany - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Budget consciousness influencing purchasing patterns

#### INDUSTRY PERFORMANCE

Shelf gaps and price fights temper rebound

Health and wellness driving growth

#### WHAT'S NEXT?

Modest growth ahead as shoppers trade down but trade up on health

Protein, fibre, and clean labels redefine breakfast

Sourcing and packaging upgrades reshape the category

#### COMPETITIVE LANDSCAPE

Leaders gain share

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Affordability, convenience, and health are primary considerations

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High levels of budget consciousness

Affordability and clarity prove key

#### WHAT'S NEXT?

Brands need to show clear, everyday benefits in face of strong private label competition

Private label to quickly mirror brand moves

Discounters to remain key, while online channel continues to develop

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