



**Euromonitor  
International**

# Breakfast Cereals in Switzerland

November 2025

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## Breakfast Cereals in Switzerland - Category analysis

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#### 2025 DEVELOPMENTS

Health and convenience drive growth in breakfast cereals during 2025

#### INDUSTRY PERFORMANCE

Breakfast cereals in Switzerland record value growth despite shifting consumption habits

Muesli and granola record strong growth, driven by health and convenience trends

#### WHAT'S NEXT?

Breakfast cereals is set to grow over the forecast period amid health trends and lifestyle shifts

Muesli and granola will drive growth as health and wellness is expected to grow in importance

Sustainability is expected to become a key priority for breakfast cereal manufacturers

#### COMPETITIVE LANDSCAPE

Migros Genossenschaftsbund eG retains its leadership in breakfast cereals while Ovomaltine gains share

Weetabix Ltd leads growth in 2025 with a health-focused positioning

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Value growth is driven by convenience, health and sustainability in 2025

### KEY DATA FINDINGS

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Convenience remains a key growth driver for staple foods in Switzerland

Health and wellness trends shape demand for staple foods in 2025

Sustainability and premiumisation reinforce differentiation in staple foods in Switzerland

#### WHAT'S NEXT?

Value sales of staple food is set to grow amid health, convenience and sustainability trends

Innovation in staple foods is likely to focus on health, clean labels and sustainability

Rising costs and external risks may put upward pressure on staple food prices in Switzerland

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Migros consolidates its leadership through private label, local sourcing and strategic investments

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