



Euromonitor
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Breakfast Cereals in the Netherlands

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Breakfast Cereals in the Netherlands - Category analysis

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Premiumisation offsets volume stagnation as sugar concerns persist

INDUSTRY PERFORMANCE

Consumers question health credentials but still value convenience

Muesli and granola outperform traditional flakes amid health redefinitions

WHAT'S NEXT?

Gradual recovery expected as perception of health improves

Functional benefits drive next wave of innovation

Sports nutrition brands intensify competitive pressure

COMPETITIVE LANDSCAPE

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Authenticity and private label to remain strong competitive forces

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