



Breakfast Cereals in Austria

March 2026

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Breakfast Cereals in Austria - Category analysis

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2025 DEVELOPMENTS

Concerns about sugar affecting demand

INDUSTRY PERFORMANCE

Convenience trend supports demand

Health and wellness trend drives growth of muesli and granola

WHAT'S NEXT?

Health consciousness to continue to be a key influence

Growing concern about sugar

Increasing focus on sustainability

COMPETITIVE LANDSCAPE

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Growth on back of ongoing demand for convenience

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Baked goods remains dominant, while breakfast cereals sees significant growth

Health and wellness an increasingly important influence on consumer demand

WHAT'S NEXT?

Positive outlook

Focus on health and sustainability

Evolving retail landscape

COMPETITIVE LANDSCAPE

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Artisanal products and private label ranges play key role

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