



Euromonitor
International

Breakfast Cereals in the Czech Republic

November 2025

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Breakfast Cereals in the Czech Republic - Category analysis

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2025 DEVELOPMENTS

Value growth for breakfast cereals is driven by health trends and pack size preferences

INDUSTRY PERFORMANCE

Value sales of breakfast cereals rise as consumer confidence recovers in 2025

Health-focused muesli and granola lead value growth as consumers appreciate healthier options

WHAT'S NEXT?

Convenience, health, and premiumisation are expected to drive breakfast cereals sales

Health and wellness trends are set to drive growth in clean-label, reduced-sugar, and functional breakfast cereals

Sustainability and local sourcing will shape breakfast cereals, with organic labels driving consumer trust

COMPETITIVE LANDSCAPE

Emco spol sro leads breakfast cereal as natural and clean label offerings drive brand strength

Orbico sro leads growth through international brands and innovative, premium offerings

CHANNELS

Hypermarkets lead distribution of breakfast cereals, driven by promotions and competitive pricing

Discounters gain ground in breakfast cereals through competitive pricing and expanded convenience

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Staple Foods in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Premiumisation, innovation and health trends shape growth in staple foods

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INDUSTRY PERFORMANCE

Value growth is driven by higher prices and an ongoing reliance on promotions

Rising health awareness drives demand for cleaner and higher-protein staple foods

Sustainability and convenience trends reshape staple food production and consumption

WHAT'S NEXT?

Premiumisation and innovation are set to drive steady value growth in staple foods

Convenient, healthier and free-from options are set to influence product innovation

Retail e-commerce is set to gain share as subscription models and bundled promotions increase

COMPETITIVE LANDSCAPE

Penam maintains its leadership in Czech staple foods despite a modest share decline

Lidl Ceska republika drives private label growth and reshapes competition in staple foods

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