

# Breakfast Cereals in Slovakia

November 2025

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# Breakfast Cereals in Slovakia - Category analysis

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#### 2025 DEVELOPMENTS

Stable performance for breakfast cereals

#### INDUSTRY PERFORMANCE

Stable volume growth is sustained by affordable prices

Other RTE cereals enjoys dynamism

#### WHAT'S NEXT?

Premiumisation is expected to drive value sales

Sports nutrition brands to bring niche offerings

Rising consumer expectations regarding sustainability

#### COMPETITIVE LANDSCAPE

Nestlé Slovensko leads with heavy marketing investment

Emco Slovensko spol draws on heritage and affordability to drive sales

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Modern retailers account for bulk of sales

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Price inflation fuels value growth

Value for money is an enticing prospect for Slovaks

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Healthy growth prospects for staple foods

Health-led product developments will drive growth

Modern grocery retailers are key to driving sales

#### COMPETITIVE LANDSCAPE

Mecom Group leads a fragmented competitive landscape

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