



**Euromonitor
International**

Breakfast Cereals in Ireland

November 2025

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Breakfast Cereals in Ireland - Category analysis

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2025 DEVELOPMENTS

Breakfast cereals in Ireland is driven by health innovation, convenience and retail e-commerce

INDUSTRY PERFORMANCE

Breakfast cereals maintains value growth through health-focused innovation and stable household penetration

Hot cereals drive value growth in 2025 as oats benefit from health, affordability and provenance

WHAT'S NEXT?

Breakfast cereals is expected to record steady growth as health-led innovation and private label shape the category

Health and wellness is set to drive innovation with natural, high-fibre and clean label products

Demand for locally produced products is expected to accelerate amid sustainability concerns

COMPETITIVE LANDSCAPE

Kellogg Co of Ireland Ltd retains its lead through a broad portfolio and wide distribution

The Happy Pear Living Foods leads growth through natural and health-focused breakfast cereals in 2025

CHANNELS

Supermarkets remains dominate through a broad range of branded and private label goods

Online subscriptions support rising growth for retail e-commerce

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Staple Foods in Ireland - Industry Overview

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Demand for value, health and sustainability drive growth in staple foods

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INDUSTRY PERFORMANCE

Rising demand for value, convenience and healthier options drive growth in 2025

Sustainability becomes an influential driver of consumer choice in staple foods

Rising costs influence purchasing behaviour as Irish consumers balance value with quality

WHAT'S NEXT?

Value sales are expected to rise as price inflation and shifting lifestyle priorities shape demand

Reformulation, value innovation and sustainability are set to define competitive strategies

Retail e-commerce and discounters are expected to gain momentum

COMPETITIVE LANDSCAPE

Pilgrim's Europe maintains its leadership through broad availability and diversified offerings

Tesco Ireland strengthens its position through private label expansion and a multi-tiered value strategy

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