



**Euromonitor
International**

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

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Muesli and granola outperform traditional flakes amid health redefinitions

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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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