



Breakfast Cereals in the United Kingdom

December 2025

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Breakfast Cereals in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Retail value sales rise but category pressures persist

INDUSTRY PERFORMANCE

Hot cereals offer a combination of health and convenience aspects

RTE cereals face headwinds over unhealthy content

WHAT'S NEXT?

More health-focused brands to enter the fray

Players to target the demand for protein and gut health products

Upcoming HFSS restrictions are driving healthier recipe development

COMPETITIVE LANDSCAPE

Leading players are ceding ground to value for money offerings

Premium health focus boosts Flahavan & Sons's performance

CHANNELS

Hypermarkets cater successfully to consumers' needs

Schemes, models and consumer lifestyles drive e-commerce onwards

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Staple Foods in the United Kingdom - Industry Overview

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Retail value over volume growth but there are bright spots in consumer demand

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INDUSTRY PERFORMANCE

Affordability drives shoppers

Convenience continues to win over consumers

International flavours abound as consumers seek authenticity

WHAT'S NEXT?

Healthier food trend to drive significant change across categories

Players still need to convince consumers to choose ultra-processed foods

Sustainability as a growth driver and differentiator

COMPETITIVE LANDSCAPE

Tesco balances quality with affordability to lead the field

Private label and newer branded players continue to gain traction in staple foods

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