



Breakfast Cereals in Sweden

November 2025

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Breakfast Cereals in Sweden - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth picks up as players attract consumers with healthier and more convenient cereals

INDUSTRY PERFORMANCE

Players raise the health profile of breakfast cereals

Muesli and granola outperform other categories

WHAT'S NEXT?

Limited growth expected in value terms

Better for you products will tempt a captive audience

Grocery retailers to invest in more sophisticated lines

COMPETITIVE LANDSCAPE

Lantmännen Cerealia AB capitalises on its strong heritage in Swedish market

Lidl Sverige KB provides high-quality Swedish foods at attractive prices

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Modest growth over 2025

Health and convenience to spearhead product development

Local product origin tempts Swedes

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Premiumisation trend will support value growth

Health and wellness formulas to gain traction

Strategic efforts will step up a gear

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