



# Breakfast Cereals in Germany

November 2025

Table of Contents

## Breakfast Cereals in Germany - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Budget consciousness influencing purchasing patterns

#### INDUSTRY PERFORMANCE

Shelf gaps and price fights temper rebound

Health and wellness driving growth

#### WHAT'S NEXT?

Modest growth ahead as shoppers trade down but trade up on health

Protein, fibre, and clean labels redefine breakfast

Sourcing and packaging upgrades reshape the category

#### COMPETITIVE LANDSCAPE

Leaders gain share

Vitalis sees continued decline

#### CHANNELS

Discounters dominates as shoppers trade down

Hypermarkets suffering from changing shopping habits

#### CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 2 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

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[Staple Foods in Germany - Industry Overview](#)

### EXECUTIVE SUMMARY

Affordability, convenience, and health are primary considerations

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

High levels of budget consciousness

Affordability and clarity prove key

#### WHAT'S NEXT?

Brands need to show clear, everyday benefits in face of strong private label competition

Private label to quickly mirror brand moves

Discounters to remain key, while online channel continues to develop

## COMPETITIVE LANDSCAPE

Major retailers lead

Simplicity and practicality are key to success

## CHANNELS

Discounters gaining share

E-commerce maintains significant growth

## MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2020-2025

Table 13 - Sales of Staple Foods by Category: Value 2020-2025

Table 14 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 15 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 17 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 20 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 21 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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