



**Euromonitor
International**

Breakfast Cereals in Switzerland

November 2025

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Breakfast Cereals in Switzerland - Category analysis

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2025 DEVELOPMENTS

Health and convenience drive growth in breakfast cereals during 2025

INDUSTRY PERFORMANCE

Breakfast cereals in Switzerland record value growth despite shifting consumption habits

Muesli and granola record strong growth, driven by health and convenience trends

WHAT'S NEXT?

Breakfast cereals is set to grow over the forecast period amid health trends and lifestyle shifts

Muesli and granola will drive growth as health and wellness is expected to grow in importance

Sustainability is expected to become a key priority for breakfast cereal manufacturers

COMPETITIVE LANDSCAPE

Migros Genossenschaftsbund eG retains its leadership in breakfast cereals while Ovomaltine gains share

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Staple Foods in Switzerland - Industry Overview

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Value growth is driven by convenience, health and sustainability in 2025

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Convenience remains a key growth driver for staple foods in Switzerland

Health and wellness trends shape demand for staple foods in 2025

Sustainability and premiumisation reinforce differentiation in staple foods in Switzerland

WHAT'S NEXT?

Value sales of staple food is set to grow amid health, convenience and sustainability trends

Innovation in staple foods is likely to focus on health, clean labels and sustainability

Rising costs and external risks may put upward pressure on staple food prices in Switzerland

COMPETITIVE LANDSCAPE

Migros consolidates its leadership through private label, local sourcing and strategic investments

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