



**Euromonitor
International**

Breakfast Cereals in Spain

November 2025

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Breakfast Cereals in Spain - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy and value-added products gain share

INDUSTRY PERFORMANCE

Health trends, tourism and product innovation shape performance of breakfast cereals in Spain

Health and versatility drive growth in hot cereals, muesli and granola

WHAT'S NEXT?

Maturity means stagnant volume growth for breakfast cereals

Functional innovation targets gut health and protein demand

Digital-first strategies help smaller players build brand loyalty

COMPETITIVE LANDSCAPE

Kellogg leads amid intensifying competition from private label

La Newyorkina benefits from premium positioning in muesli and granola

CHANNELS

Supermarkets dominates distribution

Warehouse clubs leads growth, propelled by rise of Costco

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Staple Foods in Spain - Industry Overview

EXECUTIVE SUMMARY

Maturity counterbalanced by population growth and rise in tourism

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INDUSTRY PERFORMANCE

Tourism recovery and premiumisation support value growth amid cost pressures

Frozen fruit leads growth as convenience and versatility drive demand

Natural ingredients and high-protein innovation shape product development

WHAT'S NEXT?

Health focus and flexitarian diets to influence future consumption patterns

Convenience, cultural diversity and targeted innovation will drive growth

Private label leadership and omnichannel expansion to shape future retail dynamics

COMPETITIVE LANDSCAPE

Mercadona leads through private label Hacendado

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