



Breakfast Cereals in France

November 2025

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Breakfast Cereals in France - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Natural products prove most successful

INDUSTRY PERFORMANCE

Expansion of private label exerts downward pressure on prices amid little change in levels of consumption

Health and wellness the key influence

WHAT'S NEXT?

Many products seen as highly processed by increasingly health conscious consumers

Growing emphasis on fibre content

Organic products continue to thrive in breakfast cereals

COMPETITIVE LANDSCAPE

Kellogg's reasserts brand image in face of threat from private label

Olga benefits from rising sales amongst health conscious adults, while private labels expand strongly

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Hypermarkets and supermarkets remain key, but e-commerce growing

Consumers increasingly appreciating the convenience of small local grocers

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Stabilising prices boost demand but soften current value growth

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INDUSTRY PERFORMANCE

Growing influence of health and wellness trend

Increasing emphasis on natural products and sustainability

WHAT'S NEXT?

Health consciousness and innovation to influence category development

Rise in environmental concerns

Growing interest in international culinary traditions amongst younger consumers

COMPETITIVE LANDSCAPE

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Shift in meat consumption

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