



Breakfast Cereals in France

November 2023

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Breakfast Cereals in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for breakfast cereals remains stable despite economic pressures
A strong Nutri-Score rating and 'Made in France' claims remain key to sales of breakfast cereals
Manufacturers looking to meet the demand for indulgence

PROSPECTS AND OPPORTUNITIES

New product development expected to focus on healthier options, new flavours and sustainable packaging
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DISCLAIMER

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