

# Breakfast Cereal Market Study

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Kellogg Co.

General Mills Inc.

Post Holdings, Inc.

Nestle S.A.

PepsiCo

Nature's Path Foods

Calbee

B&G Foods, Inc.

Bob's Red Mill Natural Foods

Marico Limited

The Campbell Soup Company (Freedom Foods)

Weetabix Limited

The Jordans & Ryvita Company

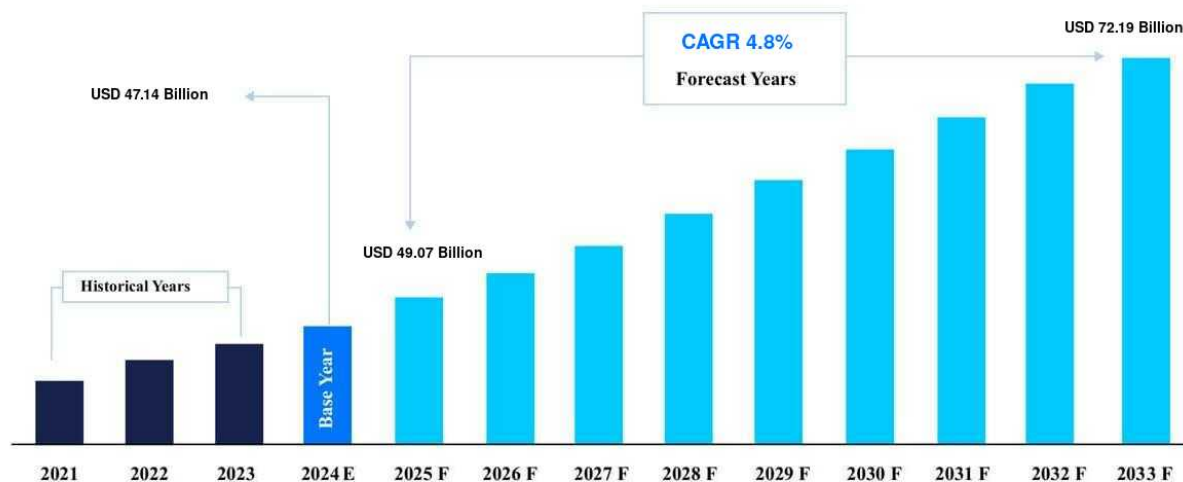
TreeHouse Foods, Inc.

**Note:** More company profiles available on full reports.

## Top 5 Company Market Share



**Total**  
**55%**



Source: Straits Research

## Emerging Countries

United States

United Kingdom

China

## Emerging Companies

Kellogg Co

General Mills Inc.

Post Holdings, Inc.



# Market Trends

## Growth Trends

- Shift towards healthy and organic breakfast cereals
- Increasing demand for gluten-free products
- Innovation in flavor and packaging
- Growth of e-commerce in the food and beverage sector
- Rising popularity of on-the-go breakfast options
- Increasing demand in developing countries
- Growth in the demand for cereal bars
- Impact of promotional activities and advertising
- Increasing interest in ancient grains and superfoods

## Factors considered while calculating market size and share

- Current market penetration
- Forecasted market growth
- Consumer demographics
- Distribution channels
- Market trends and preferences
- Competitor sales and marketplace presence
- Impact of e-commerce on sales
- Geographical reach and expansion potential
- Pricing strategies and price variations in the market
- Regulation on the food and beverage industry

## Key Market Indicators

- Annual growth rate
- Market size in terms of revenue and volume
- Market share of leading players
- Per capita consumption of breakfast cereal
- Retail sales data
- E-commerce sales data
- Consumer preference trends
- Demographic trends
- Health and wellness trends influencing the market
- Launch of new products or brands

## Growing scrutiny over sugar content and health concerns

Increasing health awareness has led to criticism of traditional breakfast cereals for being high in sugar. Health experts and regulatory bodies have raised concerns over the link between excessive sugar consumption and chronic diseases such as obesity, diabetes, and heart disease. Reformulating cereals to reduce sugar while maintaining taste and texture is costly and time-consuming. This challenge has impacted smaller brands' profitability and slowed innovation for some traditional products.

- For example, Public Health England's 2024 report found that some children's cereals contained up to 35% sugar by weight, prompting a push for reformulation.



# Market Trends

## Demand for convenient and ready-to-eat (RTE) meal options

The growing pace of modern life has fueled the demand for convenient breakfast solutions. Urban consumers increasingly prefer ready-to-eat (RTE) cereals for convenience, nutrition, and portability. This trend is amplified by busy schedules, hybrid work models, and increased on-the-go consumption patterns.

- For instance, Quaker Oats' instant oatmeal cups, launched in 2023, have gained significant popularity among time-pressed consumers.
- Kellogg's 2023 annual report highlighted a 20% increase in e-commerce cereal sales, driven by the convenience of online ordering and doorstep delivery.

The surge in online grocery platforms has further contributed to the accessibility of breakfast cereals. Breakfast cereals are among the top purchased items in the health and wellness category. Emerging markets in the Asia-Pacific and Latin America are experiencing significant growth due to increasing urbanization and higher disposable incomes. The expansion of the urban middle class and increased spending power have made premium and imported cereal brands more accessible to consumers in these markets.

## Development of health-focused, sustainable, and plant-based cereal products

The global market presents substantial opportunities for brands focusing on health-focused, sustainable, and plant-based innovations. As consumers increasingly prioritize health and environmental concerns, companies offering functional and clean-label cereals will likely thrive. Plant-based innovation is also gaining momentum, with companies exploring alternative ingredients like oat milk, quinoa, and chia to cater to vegan and flexitarian consumers.

- According to a 2024 report by the International Food Information Council (IFIC), 68% of consumers prefer foods with added health benefits, while 52% are willing to pay a premium for sustainably sourced products.

Regional growth opportunities in the Asia-Pacific and Latin American markets are auspicious. In India, cereal production crossed 300 million tons in 2024, and exports of cereals exceeded USD 10.9 billion, providing a solid foundation for growth. Nestlé India capitalized on this trend by introducing locally flavored breakfast cereals tailored to regional preferences at affordable prices.

# Market Segments

## By Product

Hot cereals (such as oatmeal and porridge) remain a staple breakfast option, holding a 36-40% market share, particularly in North America and parts of Europe, with consumers prioritizing health benefits like fiber content and sustained energy.



36-40%

Hot Cereals

## By Distribution Channel

Supermarkets and hypermarkets account for the largest share of XX% of breakfast cereal sales, offering consumers a wide variety of options, promotional deals, and bulk purchase opportunities.



XX%

Supermarkets & Hypermarkets

# Regional Overview

## North America

The United States holds the largest share of 27-30% in North America, driven by high consumption rates of both hot cereals (like oatmeal) and ready-to-eat cereals. Major brands like Kellogg's and General Mills, headquartered here, further strengthen the domestic market



27-30%

United States Market Share

## Europe

The UK leads Europe with a 5-10% market share in breakfast cereal consumption, driven by increasing demand for health-conscious options such as high-fiber and organic cereals. Brands like Weetabix dominate the market.



5-10%

United Kingdom Market Share

## APAC

China is the largest market in APAC for breakfast cereals, driven by a growing middle class and increasing interest in westernized breakfast habits. The market is expanding as consumers shift toward more convenient, packaged foods



XX%

China Market Share



# Regional Overview

## Middle East and Africa

South Africa is the largest consumer of breakfast cereals in the MEA region, driven by western dietary trends, urbanization, and an increase in disposable income.



South Africa Market Share

## LATAM

Brazil holds the largest share in the LATAM region, driven by rising demand for packaged, convenient breakfast foods, including cereals, in urban centers.



Brazil Market Share

# Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
Kellogg Co.	<a href="https://www.kelloggcompany.com/">https://www.kelloggcompany.com/</a>	Battle Creek, Michigan, USA	1906	Steve Cahillane (CEO)	\$14.2 billion
General Mills Inc	<a href="https://www.generalmills.com/">https://www.generalmills.com/</a>	Minneapolis, Minnesota, USA	1866	Jeff Harmening (CEO)	\$20.6 billion
Post Holdings, Inc.	<a href="https://www.postholdings.com/">https://www.postholdings.com/</a>	St. Louis, Missouri, USA	1895	Rob Vitale (CEO)	\$7.5 billion
Nestle S.A.	<a href="https://www.nestle.com/">https://www.nestle.com/</a>	Vevey, Switzerland	1867	Mark Schneider (CEO)	\$94.4 billion
PepsiCo	<a href="https://www.pepsico.com/">https://www.pepsico.com/</a>	Purchase, New York, USA	1965	Ramon Laguarta (CEO)	\$92.6 billion

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