

A YEAR OF INNOVATION IN BREAKFAST CEREALS, 2023

Innovation in the breakfast cereal fixture is focused around value-for-money features and healthier recipes. Indulgent and nostalgic flavours are also flourishing.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: brands flag up value attributes as consumers struggle with the cost of living

- Value ranks as a top priority for consumers
- Economy claims remain niche in breakfast cereals, yet have seen a small rise in activity after years of stagnation
 - Graph 1: breakfast cereal launches, by share of economy claims, 2019-23
- Breakfast cereal brands use tactics to convey value for money

Europe: brands dial up indulgence through flavours

- Consumers crave the small moments of pleasure that food can bring
- Chocolate and milk chocolate flavours have both seen moderate growth
 - Graph 2: breakfast cereal launches, by share of select flavours, 2019-23
- Brands are innovating around indulgent flavours

The Middle East & Africa (MEA)

- Fruit flavours are gaining traction among launches of breakfast cereals in MEA

ASIA PACIFIC (APAC)

Asia: brands call out low-sugar content to reassure health-conscious consumers

- Consumers are becoming more sugar-conscious
- No/low sugar claims record a small but uncharacteristic increase in share among breakfast cereals in Asia
 - Graph 3: breakfast cereal launches, by share of select minus claims, 2019-23
- Cereal makers innovate around reduced sugar content

Asia: high/added fibre claims continue to emerge but not in a dramatic way

- Consumers want more fibre, but they don't know how
- High/added fibre claims continue to gain share of launch activity in cereals, albeit slowly
 - Graph 4: breakfast cereal launches, by share of high/added fibre claims, 2019-23
- Cereal brands help consumers to achieve their fibre goals

Australia & New Zealand

- Environmentally friendly packaging claims are trending upwards

THE AMERICAS

North America: cereal brands flag up vitamin- and mineral-fortified recipes

- Nutrient density is a health indicator for consumers
- Cereal launches with vitamin/mineral fortified claims continue to rise in share
 - Graph 5: breakfast cereal launches, by share of vitamin/mineral fortified claims, 2019-23
- Cereal makers spell out the benefits of fortified vitamin content
- Brand renovation/innovation: Post launches Sweet Dreams Cereal range to encourage a good night's sleep

North America: breakfast cereal brands celebrate childhood flavours

- Now more than ever, nostalgia is a powerful marketing tool
- Innovation celebrates nostalgia and playfulness

Latin America: cereal brands put 'no added sugar' at centre stage

- Sugar claims generate wide interest among consumers
 - Graph 6: breakfast cereals launches, by share of select minus claims, 2019-23
- Brands emphasise sugar content in breakfast cereal launches

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