

THE FUTURE OF BREAKFAST CEREALS: 2019

Global Annual Review: what's now and what's next for the breakfast cereal market.



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Report Content



- A look back, and a look ahead

THE BIG STORIES

- Intel's perspective

The 'healthy' vs 'indulgent' challenge

- Healthy and tasty: the ultimate combination
 - Graph 1: attitudes towards breakfast cereals, October 2018
- Addressing the sugar issue
- Playing up the healthy and indulgent side of cereals

Going organic is no longer niche

- Big brands are joining the organic movement

One size does not fit all: helping consumers achieve their personal health goals

- Graph 2: breakfast cereal launches featuring vegan claims, as a % of all launches, 2014-18
- Customising cereal for specific diets
- Powering consumers through their day

IN THE NEXT TWO YEARS

- Intel's perspective

Using premiumisation to enhance cereal's quality image and appeal to foodies

- A spate of premium innovation can encourage category growth
- Creating an upmarket feel with dedicated on-pack claims, brand names and stylish packaging
- Going for an uber-indulgence positioning

Gut health is a growing trend

- 'Your Gut Is Your Second Brain'
- Gut microbiome-friendly cereals
- Kellogg's supports digestive wellness

BarleyMax as a new shining star ingredient

- BarleyMax: the next supergrain
- BarleyMax in cereal products
- Barley+/Feel Positively Good

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Breakfast is in, as long as it's quick and portable
- Injecting more fun into the cereal eating experience
- Outside the box recipes: cooking with cereal

KEY MARKET DATA

- The US remains the leading breakfast cereal market in terms of retail volume sales throughout 2018
 - Graph 3: breakfast cereals, new product launches, top five countries, 2018
- Cold cereal brands exhibit a higher level of inventiveness than hot cereals
- Wholegrain claims featured in almost two fifths of global breakfast cereal launches
 - Graph 4: breakfast cereals, new product launches, top five claims, 2018
- Within flavoured options, chocolate was the top flavour component in cold cereals whereas in hot cereals, cinnamon and apple were used most often

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