

# THE FUTURE OF BREAKFAST CEREALS: 2020

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

- Mintel's perspective

### **Breakfast indulgence: focusing on taste, fun and nostalgia**

- Taste and emotional benefits are powerful drivers for consumers
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- Using colour and shape to bring innovative disruption in cereals
- Unique flavours, eye-catching packaging designs and a dash of nostalgic feelings

### **Guilt-free & better-for-you: improving the health credentials of cereals**

- As the war on sugar continues to intensify, cereal brands are making concerted efforts to improve their formulations
  - Graph 1: breakfast cereal launches with low/no/reduced sugar claims, 2015 vs 2019
  - Graph 2: cold and hot cereal launches, average sugars content, 2015 vs 2019
- Different approaches to offering less sugar or natural sugars only
- Beyond sugar reduction, cereal brands are also avoiding major allergens and artificial additives to provide 'cleaner' recipes
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### **Following the latest diet trends: vegan and high protein as well as paleo- and keto-friendly cereal**

- Diving into the latest diet trends
  - Graph 3: breakfast cereal launches featuring vegan and protein claims, 2015-19
- Vegan and protein claims are trending
- Targeting the followers of macronutrient diets like paleo and keto
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## IN THE NEXT TWO YEARS

- Mintel's perspective

### **'Your Gut Is Your Second Brain': supporting digestive wellness**

- Gut health is trending
- Consumers are looking to achieve gut wellness
- Fibre is back in fashion

# The Future of Breakfast Cereals: 2020

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- Graph 4: breakfast cereal launches featuring gut wellness\* claims, 2015–19
- Fibre is back in fashion

## The snackability of cereals: a greater variety of formats, pack types and usage occasions

- Making cereal perfect for out-of-home occasions and all-day snacking
  - Graph 5: breakfast cereals, new product launches, top 'convenience' claims, 2015–19
- Making cereal perfect for out-of-home occasions and all-day snacking
- Snacking offers potential to reinvigorate the cereal category
- Raising the bar for convenience

## An extra dash of excitement: introducing new concepts, functionalities and textural experiences

- The first grain-free hot cereal made with cauliflower and 'a two-way granola' that can be enjoyed soaked
- Coffee-infused cereals and adaptogenic granolas
- Offering new sensations via texture innovation
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## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- The sustainability issue: the packaging
  - Graph 6: breakfast cereal launches featuring selected environmental claims, 2015–19
- The sustainability issue: the packaging
- The sustainability issue: the ingredients
- The sustainability issue: the ingredients
- The sustainability issue: the production process

## KEY MARKET DATA

- The US remains the leading breakfast cereal market in terms of retail volume sales
- Breakfast cereal innovation is led by the US
  - Graph 7: breakfast cereals, new product launches, top five countries, 2019
- Opportunities exist for hot cereals to grab a bigger slice of the innovation cake
- Featured on almost two-fifths of global launches, wholegrain claims were the most frequently used in breakfast cereals
  - Graph 8: breakfast cereals, new product launches, top five claims, 2019
- Within flavoured options, chocolate was the top flavour component in cold cereals whereas in hot cereals, apple and cinnamon were used most often

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