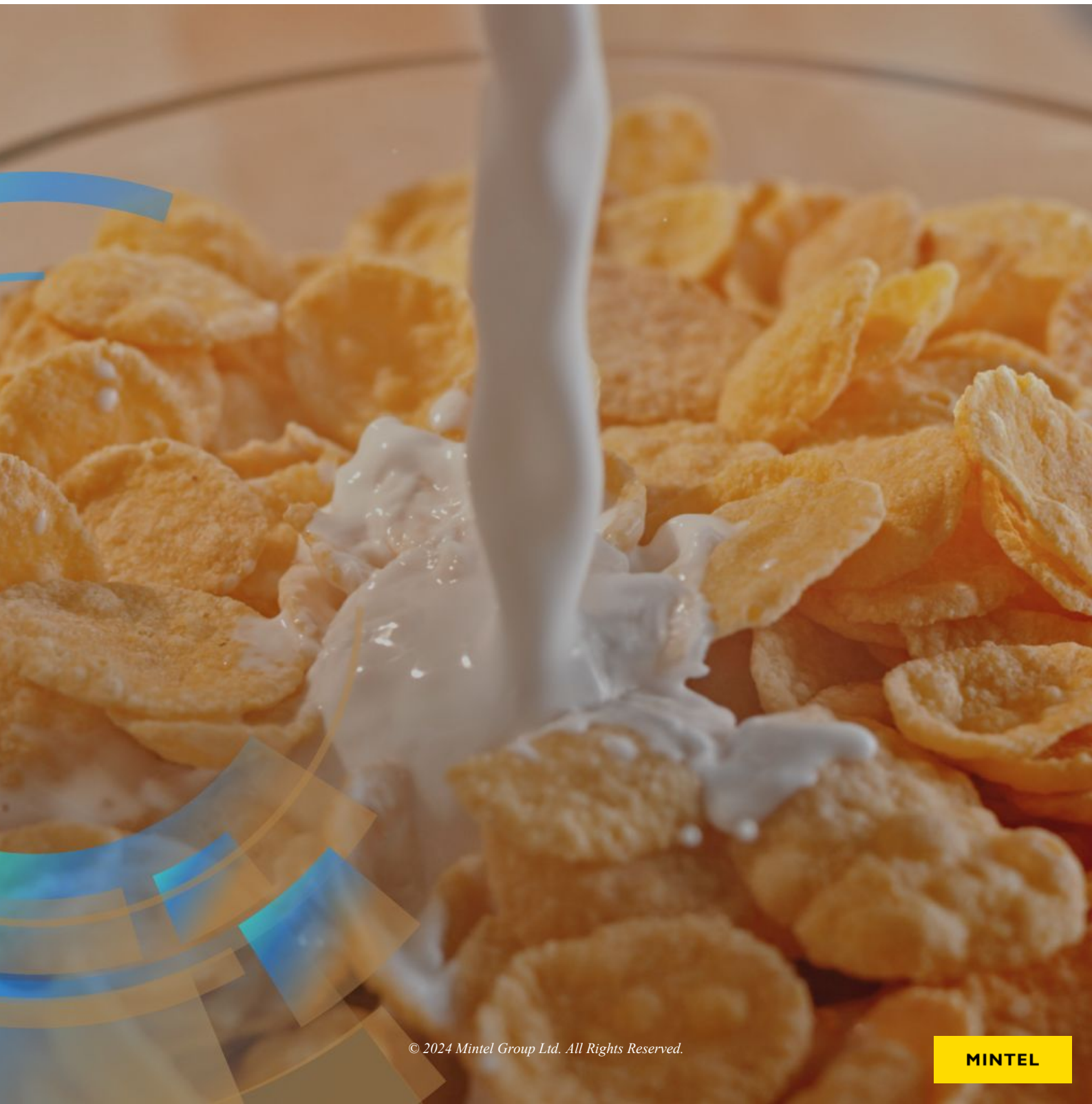


THE FUTURE OF BREAKFAST CEREALS: 2022

To remain a breakfast mainstay, cereal needs to address smarter shopping habits, ingredient shortages and morning meal boredom.



Honorata Jarocka,
Principal Analyst



Report Content



- Meet Mintel's Breakfast Cereals Expert
- The now, the next and beyond

WHERE WE ARE NOW

- Cereals must innovate to remain relevant for consumers who face global health and economic challenges
- The good news is that cereals enjoy continued popularity as a breakfast option
- Big and small brands are raising the bar in innovation and creativity
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

Value moves to the fore

- Shopping behaviour is undergoing a period of change
- Affordability is an important consideration for cereal consumers
- Private label is expected to increase its share
 - Graph 1: breakfast cereal launches, branded vs private label, 2017-22
- With increased pressure from private label, more brands will adopt the value-based positioning strategy
- Brands can look into collaboration opportunities to offer balanced breakfast options
- Versatility can be a winning formula
- Encourage more consumers to cook and bake with cereal
- Take less obvious routes to adding value

Ingredient scarcity vs ingredient diversity

- Moving away from wheat and corn can be a solution to price increases and shortages
 - Graph 2: breakfast cereal launches, by top cereal ingredients*, 2019-22
- Moving away from wheat and corn, or reducing their amount, can be a solution to price increases and shortages
- Going grain-free can gain more steam
- Sustainable ingredients provide (bio)diversity benefits
- Upcycling waste ingredients opens up opportunities for innovation

Say goodbye to a boring breakfast

- More excitement is needed at breakfast time
- Embracing indulgence-oriented innovation can bring success
- Experiment with unexpected flavours and limited edition, seasonal or co-branded launches

The Future of Breakfast Cereals: 2022

- Graph 3: breakfast cereal launches, by top flavours, 2019-22
- Graph 4: breakfast cereal launches, by selected special edition claims, 2019-22
- Experiment with unexpected flavours and limited edition, seasonal or co-branded launches
 - Graph 5: selected flavours that would encourage consumers to buy more cereal, 2022
- Partnerships with foodservice brands give at-home breakfasts a touch of the out-of-home experience
- For a strong novelty appeal, incorporate botanicals, take a savoury route and explore new pairings
- Changing the colour of milk can take an unexpected twist
- Toppings can create a magical start to the day

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Make sustainability easy to understand
- Brands must continue to address consumer scepticism via enhanced eco-transparency
- For eco-consumerism to grow, shortcuts to decision-making are needed
- Breaking the rules with disruptive innovation
- Inspired by challenger brands, big cereal players will be increasingly pushed to explore less obvious routes
- Competition will be coming from unexpected places
- Metaverse presence will need to be integrated into marketing action plans
- Taking advantage of the emerging metaverse/web3 opportunity

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