

Global Breakfast Cereals Market Size Study by Product (RTE, Hot Cereal), By Distribution Channel (Supermarket, E-Commerce, Convenience Store) and Regional Forecasts 2021-2027.

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Abstracts

Global Breakfast Cereals Market is valued approximately at USD 44.31 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 4.30% over the forecast period 2021-2027. Breakfast cereal is a meal crafted from processed grains which can be frequently eaten as breakfast, mainly in western societies. Increasing health awareness among purchasers and increasing popularity of on-the-go breakfasts are the factors which are driving the growth of Breakfast Cereals market. Furthermore, increasing initiatives of the key market players on product innovations in consideration to changing tastes will be anticipating the growth of market in forecasted period. For instance: In November 2019, Kellogg's introduced new type of cereal named "Hi! Happy Inside," which includes fibers, prebiotics, and probiotics and is mainly designed to improve digestive health. Growing retail distribution channels are fueling sales in rural and comparatively small cities. However, availability of many substitutes and preference towards traditional breakfast foods may impede market growth over the forecast period of 2021-2027.

Global Breakfast Cereals market analysis on basis of region which includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a significant region across the world in terms of market share due to product & packaging innovations coupled with high adoption rate of new products in the region. Whereas Asia-Pacific is anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to increasing consumer awareness and changing lifestyle in the region.

Major market player included in this report are:

Marico Limited

B&G Foods Inc.

Bagrrys India Ltd

Kellogg Company

General Mills, Inc.

Nestl? S.A.

Jordans Dorset Ryvita

TreeHouse Foods, Inc

Dorset Cereals

Pepsico, Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product

Hot Cereal

Ready To Eat

By Distributional Channel

Supermarket

Convenience Stores

E-Commerce

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027.

Target Audience of the Global Breakfast Cereals Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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