

On-the-Go Breakfast Products Market: Segmented: By Type (Bakery Products, Fruit & Vegetable-based Products, Cereal-based Products, Dairy Products, Beverages, Meat & Poultry), By Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online Retail), And Region – Global Analysis of Market Size, Share & Trends For 2019–2021 And Forecasts To 2031

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Abstracts

[170 + Pages Research Report] On-the-Go Breakfast Products Market to surpass USD 2.1 billion by 2031 from USD 1.4 billion in 2021 at a CAGR of 4.2% in the coming years, i.e., 2021-2031.

Product Overview

On-the-go breakfast products are foods that don't need to be cooked and can be consumed right away. Sandwiches and burgers, egg meals, bakery products, sausages and salamis, beverages, breakfast bars, and cereal meals are all included in this area. On-the-go breakfast products are nutrient-dense and convenient, containing healthy vegetables, fats, fiber, and fruits to keep you satisfied and invigorated throughout the day. These kinds of breakfasts are perfect for people who have a busy work schedule and don't have time to cook.

Market Highlights

On-the-Go Breakfast Products Market is expected to project a notable CAGR of 4.2% by 2031

Owing to the rising western culinary culture and diet among the urban population, on-the-go breakfast goods are in high demand. Breakfast On-the-Go also helps weight maintenance by offering acute nutrients to the individual throughout the day. Furthermore, technological developments in the production of ready-to-eat items are expected to boost the market for on-the-go breakfast products over the research period.

Global On-the-go Breakfast Products Market: Segments

The cereal-based Products segment is expected to grow with the highest CAGR during 2021-31

Based on Type, the global On-the-Go Breakfast Products Market is fragmented into Bakery Products, Fruit & Vegetable-based Products, Cereal-based Products, Dairy Products, Beverages, and Meat & Poultry. Due to the expanding trend of healthy breakfast in the region, cereal-based items such as on-the-go breakfast cereals and cereal bars have become common in developed markets in North America and Europe. Due to the increased adoption of western diets in developing economies, bakery products such as breakfast cookies, sandwiches, bagels, and burgers are gaining appeal.

The supermarkets and Hypermarkets segment is expected to grow with the highest CAGR during 2021-31

Global On-the-go Breakfast Products Market is classified based on Distribution Channel into Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, and Online Retail. Supermarkets and hypermarkets are expected to grow rapidly due to the broad range of products available and the convenience of making purchases all under one roof. In such stores, products are assigned to specific aisles, giving customers a wide range of choices. These mass merchandisers' discounts and offers to attract customers are likely to increase their sales performance as well.

Market Dynamics

Drivers

Higher adoption of innovative packaging along with inclination towards a preference for packaged foods

The rise of the on-the-go-breakfast food sector is being fueled by rising packaging technologies and a significant trend toward packaged food consumption throughout industrialized countries. Manufacturers are being encouraged to produce and give

convenience to consumers in the form of heat-and-eat meals or rapid meal options thanks to a variety of technological technology. As a result, technological advancements in the production of ready-to-eat items are expected to boost the market for on-the-go breakfast products over the forecast period.

Changes in Lifestyle are demanding Packaged Foods

Demand for easy or packaged food is increasing as people's lifestyles change in terms of working hours, transportation time, and daily chore time. Furthermore, an increasing number of single-person homes, working professionals, and students are adopting on-the-go breakfast, which is readily available in supermarkets and convenience stores, which is likely to fuel market expansion for on-the-go breakfast items.

Restraint

High costs associated with the On-the-Go Breakfast Products

Weak network distribution of on-the-go breakfast products mainly in developing countries is projected to limit the industry growth of on-the-go breakfast products. Another key factor that is predicted to restrain the industry growth of on-the-go breakfast products is richness as these items are comparatively costly compared to traditional breakfast products.

Global On-the-go Breakfast Products Market: Key Players

Kellogg Co.

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

General Mills Inc.

Raisio PLC

Bagrry's India Ltd.

Sanitarium

Quaker Oats Company

Weetabix Ltd.

Nestle S.A.

Moma Foods

Uncle Toby's

Other Prominent Players

Global On-the-go Breakfast Products Market: Regions

Global On-the-go Breakfast Products Market is segmented based on regional analysis into five major regions: North America, Latin America, Europe, Asia Pacific, and the Middle East and Africa. Owing to people's busy work schedules and chaotic lifestyles, North America is predicted to rise rapidly. Healthy breakfast alternatives that can be taken on the go are in high demand in the region, thanks to an expanding trend of healthy snacking. To accommodate the increased demand for healthy, convenient breakfast options, producers are introducing new items.

Impact of COVID-19 on On-the-Go Breakfast Products Market

The temporary closure of several factories and facilities in major regions like North America, South America, Europe, Asia Pacific, the Middle East, and Africa had a serious impact on the global supply chain, impacting manufacturing, sales of various items, and delivery schedules. In addition to this, multiple companies have already stated that deliveries of goods may be deferred and that the future sales of their products may get affected.

Global On-the-go Breakfast Products Market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States, Mexico, and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Argentina, Columbia, Brazil, and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Russia, and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Southeast Asia, and Rest of Asia Pacific

the Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – UAE, Saudi Arabia, South Africa, and Rest of the Middle East and Africa

Global On-the-go Breakfast Products Market report also contains analysis on:

On-the-Go Breakfast Products Market Segments:

By Type

Bakery Products

Fruit & Vegetable-based Products

Cereal-based Products

Dairy Products

Beverages

Meat & Poultry

By Distribution Channel

Supermarkets and Hypermarkets

Convenience Stores

Specialty Stores

Online Retail

On-the-Go Breakfast Products Market Dynamics

On-the-Go Breakfast Products Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value Chain of the Market

Market Drivers and Restraints

On-the-Go Breakfast Products Market Report Scope and Segmentation

Report Attribute Details

The market size value in 2021 USD 1.4 billion

The revenue forecast in 2031 USD 2.1 billion

Growth Rate CAGR of 4.2% from 2021 to 2031

The base year for estimation 2020

Quantitative units Revenue in USD million and CAGR from 2021 to 2031

Report coverage Revenue forecast, company ranking, competitive landscape, growth factors, and trends

Segments covered Type, Distribution Channel, and Region

Regional scope North America, Europe, Asia Pacific, Latin America, Middle East & Africa (MEA)

Key companies profiled Kellogg Co., General Mills Inc., Raisio PLC, Bagrry's India Ltd., Sanitarium, Quaker Oats Company, Weetabix Ltd., Nestle S.A., Moma Foods, Uncle Toby's, and Other Prominent Players.

Contents

1. EXECUTIVE SUMMARY

2. GLOBAL ON THE GO BREAKFAST PRODUCTS MARKET

- 2.1. Product Overview
- 2.2. Market Definition
- 2.3. Segmentation
- 2.4. Assumptions and Acronyms

3. RESEARCH METHODOLOGY

- 3.1. Research Objectives
- 3.2. Primary Research
- 3.3. Secondary Research
- 3.4. Forecast Model
- 3.5. Market Size Estimation

4. AVERAGE PRICING ANALYSIS

5. MACRO-ECONOMIC INDICATORS

6. MARKET DYNAMICS

- 6.1. Growth Drivers
- 6.2. Restraints
- 6.3. Opportunity
- 6.4. Trends

7. CORRELATION & REGRESSION ANALYSIS

- 7.1. Correlation Matrix
- 7.2. Regression Matrix

8. RECENT DEVELOPMENT, POLICIES & REGULATORY LANDSCAPE

9. RISK ANALYSIS

9.1. Demand Risk Analysis

9.2. Supply Risk Analysis

10. GLOBAL ON THE GO BREAKFAST PRODUCTS MARKET ANALYSIS

10.1. Porters Five Forces

10.1.1. Threat of New Entrants

10.1.2. Bargaining Power of Suppliers

10.1.3. Threat of Substitutes

10.1.4. Rivalry

10.2. PEST Analysis

10.2.1. Political

10.2.2. Economic

10.2.3. Social

10.2.4. Technological

11. GLOBAL ON THE GO BREAKFAST PRODUCTS MARKET

11.1. Market Size & forecast, 2020A-2031F

11.1.1. By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

11.1.2. By Volume (Million Units) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12. GLOBAL ON THE GO BREAKFAST PRODUCTS MARKET: MARKET SEGMENTATION

12.1. By Regions

12.1.1. North America:(United States, Mexico, and Canada), By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12.1.2. Latin America: (Argentina, Columbia, Brazil, and Rest of Latin America), By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12.1.3. Europe: (United Kingdom, France, Germany, Italy, Russia, and Rest of Europe), By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12.1.4. Asia-Pacific: (India, China, South Korea, Japan, Southeast Asia, and Rest of Asia Pacific), By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12.1.5. Middle East and Africa: (UAE, Saudi Arabia, South Africa, and Rest of Middle East and Africa), By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12.2. By Type: Market Share (2020-2031F)

12.2.1. Bakery Products, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%)

2021-2031F

12.2.2. Fruit & Vegetable-based Products, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%)

12.2.3. Cereal-based Products, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12.2.4. Dairy Products, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%)

2021-2031F

12.2.5. Beverages, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%)

2021-2031F

12.2.6. Meat & Poultry, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%)

2021-2031F

12.3. By Distribution Channel: Market Share (2020-2031F)

12.3.1. Supermarkets and Hypermarkets, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12.3.2. Convenience Stores, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12.3.3. Specialty Stores, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

12.3.4. Online Retail, By Value (USD Million) 2020-2031F; Y-o-Y Growth (%) 2021-2031F

13. COMPANY PROFILE

13.1. Kellogg Co.

13.1.1. Company Overview

13.1.2. Company Total Revenue (Financials)

13.1.3. Market Potential

13.1.4. Global Presence

13.1.5. Key Performance Indicators

13.1.6. SWOT Analysis

13.1.7. Product Launch

13.2. General Mills Inc.

13.3. Raisio PLC

13.4. Bagrry's India Ltd.

13.5. Sanitarium

13.6. Quaker Oats Company

13.7. Weetabix Ltd.

13.8. Nestle S.A.

13.9. Moma Foods

13.10. Uncle Toby's

13.11. Other Prominent Players

14. CONSULTANT RECOMMENDATION

**The above given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

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