

# **Breakfast Cereal Market Size, Share & Trends Analysis Report By Product (Hot Cereals, Ready-to-Eat), By Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, E-commerce), By Region, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Breakfast Cereal Market Growth & Trends**

The global breakfast cereal market is expected to reach USD 50.7 billion by 2030, growing at a CAGR of 3.7% from 2022 to 2030, according to a new report by Grand View Research, Inc. The market is expected to be driven by the rising demand for convenient ready-to-eat breakfast cereal options and increasing demand from new regions such as the Asia Pacific and Central & South America brought about by westernization in consumer habits.

Breakfast is amongst the most important meals of the day since it refuels the body after a night of fasting. A nutritious breakfast boosts both children's and adults' mental and physical performance. Breakfast mostly consists of foods that are low in fat, and cholesterol, and abundant in vitamins and minerals. The expanding demand for ready-to-eat morning cereals highlights the market. Because of the rising health risks associated with highly processed foods, cereal consumption is crucial. As a result, demand for these products has risen as a result of changing lifestyles and a booming food industry.

The ready-to-eat (RTE) segment held the largest market share in 2021 and is expected to sustain its dominance during the forecast period due to the convenience offered by it. RTE cereals consumption is majorly driven by the millennial demographics, who have

fast-paced lifestyles and less time for cooking breakfast. Further, increasing awareness about the importance of a healthy breakfast is influencing consumers to switch to the convenient RTE segment.

The emergence of COVID-19 has led to an increase in online buying of breakfast cereals. However, supermarkets & hypermarkets still dominated the market sales in 2021, accounting for nearly 50% of the overall global sales. The large-scale proliferation of supermarkets in the U.S., which is now becoming a significant factor in emerging economies as well, is propelling the sales of breakfast cereals through supermarkets & hypermarkets

As a result of the COVID-19 pandemic, health and well-being have become key trends in breakfast cereals. Consumers are increasingly looking for foods that will help increase immunity and are rich in vitamins, minerals, and antioxidants. For instance, in July 2021 Kellogg's RX brand launched a new cereal made with a plant-based protein called RX Cereal. RX Cereal uses a mix of pea protein, almonds, and brown rice to provide its protein. Each serving of the cereal contains 11 to 12 grams of protein and three to four grams of fiber depending on the flavor. The cereal comes in three varieties: Chocolate Almond, Vanilla Almond, and Strawberry.

The global market is fragmented in nature. The major players engaged in the market include PepsiCo, Nestl?, Marico, Calbee, Bagry India Pvt. Ltd., General Mills Inc., Kellogg Co., B&G Foods, Inc., and Nature's Path Foods., and Bob's Red Mill Natural Foods among others.

### Breakfast Cereal Market Report Highlights

North America contributed a majority of the share in value in 2021. The high demand for convenient and healthy breakfast options is the major factor driving the demand for breakfast cereals in this region.

The market segmented on the basis of product is expected to be driven by the ready-to-eat segment. The consumer preference for healthy and quick to prepare breakfast options is driving the market.

Supermarkets & hypermarkets distribution channels held the largest value share in 2021 commanding nearly 50% market globally.

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Distribution Channel Outlook

### **CHAPTER 3. BREAKFAST CEREAL MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Impact of COVID-19 on the Breakfast Cereal Market
- 3.4. Industry Value Chain Analysis
  - 3.4.1. Sales/Retail Channel Analysis
  - 3.4.2. Profit Margin Analysis
- 3.5. Market Dynamics
  - 3.5.1. Driver Impact Analysis
  - 3.5.2. Restraint Impact Analysis
  - 3.5.3. Industry Challenges
  - 3.5.4. Industry opportunities
- 3.6. Business Environment Analysis
  - 3.6.1. Industry Analysis - Porter's Five Forces
    - 3.6.1.1. Supplier Power
    - 3.6.1.2. Buyer Power

- 3.6.1.3. Substitution Threat
- 3.6.1.4. Threat from New Entrant
- 3.6.1.5. Competitive Rivalry
- 3.7. Roadmap of Breakfast Cereal Market
- 3.8. Market Entry Strategies

## **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

## **CHAPTER 5. BREAKFAST CEREAL MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 5.1. Product Movement Analysis & Market Share, 2021 & 2030
- 5.2. Hot Cereals
  - 5.2.1. Hot cereals market estimates and forecast, 2017 - 2030 (USD Billion)
- 5.3. Ready-to-Eat
  - 5.3.1. Market estimates and forecast by ready-to-eat, 2017 - 2030 (USD Billion)
  - 5.3.2. Ready-to-Eat market estimates and forecast, 2017 - 2030 (USD Billion)

## **CHAPTER 6. BREAKFAST CEREAL MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 6.1. Distribution channel Movement Analysis & Market Share, 2021 & 2030
- 6.2. Supermarkets & Hypermarkets
  - 6.2.1. Market estimates and forecast through supermarkets & hypermarkets, 2017 - 2030 (USD Billion)
- 6.3. Convenience Stores
  - 6.3.1. Market estimates and forecast through convenience stores, 2017 - 2030 (USD Billion)
- 6.4. E-commerce
  - 6.4.1. Market estimates and forecast through e-commerce, 2017 - 2030 (USD Billion)
- 6.5. Others
  - 6.5.1. Market estimates and forecast through others, 2017 - 2030 (USD Billion)

## **CHAPTER 7. BREAKFAST CEREAL MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

### 7.1. Regional Movement Analysis & Market Share, 2021 & 2030

#### 7.2. North America

7.2.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.2.2. Market estimates and forecast, by product, 2017 - 2030 (USD Billion)

7.2.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)

#### 7.2.4. U.S.

7.2.4.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.2.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Billion)

7.2.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)

#### 7.3. Europe

7.3.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.3.2. Market estimates and forecast, by product, 2017 - 2030 (USD Billion)

7.3.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)

#### 7.3.4. Germany

7.3.4.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.3.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Billion)

7.3.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)

#### 7.3.5. U.K.

7.3.5.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.3.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Billion)

7.3.5.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)

#### 7.3.6. France

7.3.6.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.3.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Billion)

7.3.6.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)

#### 7.4. Asia Pacific

7.4.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Billion)

7.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)

#### 7.4.4. China

7.4.4.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.4.4.2. Market estimates and forecast, by product,2017 - 2030 (USD Billion)

7.4.4.3. Market estimates and forecast, by distribution channel,2017 - 2030 (USD Billion)

#### 7.4.5. India

7.4.5.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.4.5.2. Market estimates and forecast, by product,2017 - 2030 (USD Billion)

7.4.5.3. Market estimates and forecast, by distribution channel,2017 - 2030 (USD Billion)

#### 7.4.6. Japan

7.4.6.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.4.6.2. Market estimates and forecast, by product,2017 - 2030 (USD Billion)

7.4.6.3. Market estimates and forecast, by distribution channel,2017 - 2030 (USD Billion)

#### 7.5. Central & South America

7.5.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.5.2. Market estimates and forecast, by product,2017 - 2030 (USD Billion)

7.5.3. Market estimates and forecast, by distribution channel,2017 - 2030 (USD Billion)

#### 7.5.4. Brazil

7.5.4.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.5.4.2. Market estimates and forecast, by product,2017 - 2030 (USD Billion)

7.5.4.3. Market estimates and forecast, by distribution channel,2017 - 2030 (USD Billion)

#### 7.6. Middle East & Africa

7.6.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.6.2. Market estimates and forecast, by product,2017 - 2030 (USD Billion)

7.6.3. Market estimates and forecast, by distribution channel,2017 - 2030 (USD Billion)

#### 7.6.4. South Africa

7.6.4.1. Market estimates and forecast, 2017 - 2030 (USD Billion)

7.6.4.2. Market estimates and forecast, by product,2017 - 2030 (USD Billion)

7.6.4.3. Market estimates and forecast, by distribution channel,2017 - 2030 (USD Billion)

## CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Key global players, recent developments & their impact on the industry

8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

### 8.3. Vendor Landscape

#### 8.3.1. Key company market share analysis, 2020

## **CHAPTER 9. COMPANY PROFILES**

### 9.1. PepsiCo

- 9.1.1. Company Overview
- 9.1.2. Financial Performance
- 9.1.3. Product Benchmarking
- 9.1.4. Strategic Initiatives

### 9.2. Nestl?

- 9.2.1. Company Overview
- 9.2.2. Financial Performance
- 9.2.3. Product Benchmarking
- 9.2.4. Strategic Initiatives

### 9.3. Marico

- 9.3.1. Company Overview
- 9.3.2. Financial Performance
- 9.3.3. Product Benchmarking
- 9.3.4. Strategic Initiatives

### 9.4. Calbee

- 9.4.1. Company Overview
- 9.4.2. Financial Performance
- 9.4.3. Product Benchmarking
- 9.4.4. Strategic Initiatives

### 9.5. Bagrry India Pvt. Ltd.

- 9.5.1. Company Overview
- 9.5.2. Financial Performance
- 9.5.3. Product Benchmarking
- 9.5.4. Strategic Initiatives

### 9.6. General Mills Inc.

- 9.6.1. Company Overview
- 9.6.2. Financial Performance
- 9.6.3. Product Benchmarking
- 9.6.4. Strategic Initiatives

### 9.7. Kellogg Co.

- 9.7.1. Company Overview
- 9.7.2. Financial Performance
- 9.7.3. Product Benchmarking

9.7.4. Strategic Initiatives

9.8. B&G Foods, Inc.

9.8.1. Company Overview

9.8.2. Financial Performance

9.8.3. Product Benchmarking

9.8.4. Strategic Initiatives

9.9. Nature's Path Foods.

9.9.1. Company Overview

9.9.2. Financial Performance

9.9.3. Product Benchmarking

9.9.4. Strategic Initiatives

9.10. Bob's Red Mill Natural Foods

9.10.1. Company Overview

9.10.2. Financial Performance

9.10.3. Product Benchmarking

9.10.4. Strategic Initiatives



## List Of Tables

### LIST OF TABLES

1. Breakfast cereal market - Driving factor market analysis
2. Breakfast cereal market - Restraint factor market analysis
3. Hot Cereals market estimates and forecast, 2017 - 2030 (USD Billion)
4. Ready-to-Eat market estimates and forecast, 2017 - 2030 (USD Billion)
5. Breakfast cereal market estimates and forecast through supermarkets & hypermarkets distribution channel, 2017 - 2030 (USD Billion)
6. Breakfast cereal market estimates and forecast through convenience stores distribution channel, 2017 - 2030 (USD Billion)
7. Breakfast cereal market estimates and forecast through e-commerce distribution channel, 2017 - 2030 (USD Billion)
8. Breakfast cereal market estimates and forecast through others distribution channel, 2017 - 2030 (USD Billion)
9. North America breakfast cereal market estimates and forecast, 2017 - 2030 (USD Billion)
10. North America breakfast cereal market estimates and forecast, by product, 2017 - 2030 (USD Billion)
11. North America breakfast cereal market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)
12. U.S. breakfast cereal market estimates and forecast, 2017 - 2030 (USD Billion)
13. U.S. breakfast cereal market estimates and forecast, by product, 2017 - 2030 (USD Billion)
14. U.S. breakfast cereal market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)
15. Europe breakfast cereal market estimates and forecast, 2017 - 2030 (USD Billion)
16. Europe breakfast cereal market estimates and forecast, by product, 2017 - 2030 (USD Billion)
17. Europe breakfast cereal market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)
18. U.K. breakfast cereal market estimates and forecast, 2017 - 2030 (USD Billion)
19. U.K. breakfast cereal market estimates and forecast, by production, 2017 - 2030 (USD Billion)
20. U.K. breakfast cereal market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)
21. Germany breakfast cereal market estimates and forecast, 2017 - 2030 (USD Billion)
22. Germany breakfast cereal market estimates and forecast, by product, 2017 - 2030

(USD Billion)

23. Germany breakfast cereal market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)
24. France breakfast cereal market estimates and forecast, 2017 - 2030 (USD Billion)
25. France breakfast cereal market estimates and forecast, by product, 2017 - 2030 (USD Billion)
26. France breakfast cereal market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)
27. Asia Pacific breakfast cereal market estimates and forecast, 2017 - 2030 (USD Billion)
28. Asia Pacific breakfast cereal market estimates and forecast, by product, 2017 - 2030 (USD Billion)
29. Asia Pacific breakfast cereal market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)
30. China breakfast cereal market estimates and forecast, 2017 - 2030 (USD Billion)
31. China breakfast cereal market estimates and forecast, by product, 2017 - 2030 (USD Billion)
32. China breakfast cereal market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)
33. India breakfast cereal market estimates and forecast, 2017 - 2030 (USD Billion)
34. India breakfast cereal market estimates and forecast, by product, 2017 - 2030 (USD Billion)
35. India Breakfast cereal market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)
36. Japan breakfast cereal market estimates and forecast, 2017 - 2030 (USD Billion)
37. Japan breakfast cereal market estimates and forecast, by product, 2017 - 2030 (USD Billion)
38. Japan breakfast cereal market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)
39. Central & South America breakfast cereal market estimates and forecast, 2017 - 2030 (USD Billion)
40. Central & South America breakfast cereal market estimates and forecast, by product, 2017 - 2030 (USD Billion)
41. Central & South America breakfast cereal market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)
42. Brazil breakfast cereal market estimates and forecast, 2017 - 2030 (USD Billion)
43. Brazil breakfast cereal market estimates and forecast, by product, 2017 - 2030 (USD Billion)
44. Brazil breakfast cereal market estimates and forecast, by distribution channel, 2017

- 2030 (USD Billion)
- 45. Middle East & Africa breakfast cereal market estimates and forecast, 2017 - 2030 (USD Billion)
- 46. Middle East & Africa breakfast cereal market estimates and forecast, by product, 2017 - 2030 (USD Billion)
- 47. Middle East & Africa breakfast cereal market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)
- 48. South Africa breakfast cereal market estimates and forecast, 2017 - 2030 (USD Billion)
- 49. South Africa breakfast cereal market estimates and forecast, by product, 2017 - 2030 (USD Billion)
- 50. South Africa breakfast cereal market estimates and forecast, by distribution channel, 2017 - 2030 (USD Billion)
- 51. Company categorization

## List Of Figures

### LIST OF FIGURES

1. Breakfast cereal market segmentation
2. Information procurement
3. Primary research pattern
4. Primary research approaches
5. Primary research process
6. Breakfast cereal market - Penetration & growth prospect mapping
7. Breakfast cereal market - Value chain analysis
8. Imports of raw plant materials to Europe, USD Billion
9. Breakfast cereal market: Porter's Five Forces analysis
10. Roadmap of the breakfast cereal market
11. Factors Influencing Consumers' Buying Decisions
12. Breakfast cereal market: Products share (%) analysis, 2021 & 2030
13. Breakfast cereal market: Distribution channel share (%) analysis, 2021 & 2030
14. Breakfast cereal market: Regional share (%) analysis, 2021 & 2030
15. Key beer company market share analysis, 2020

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