

Breakfast Cereals Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global breakfast cereals market size reached US\$ 100.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 130.3 Billion by 2028, exhibiting a growth rate (CAGR) of 4.24% during 2023-2028.

Breakfast cereals are made from processed grains that are often consumed with milk, cream, curd, or sweetened with fresh fruits, syrups, or sugar. They commonly consist of wheat, rye, sorghum, rice, oats, maize, barley, millet, quinoa, and corn. Breakfast cereals are available in ready-to-eat (RTE) and ready-to-cook variants. They are rich in vitamins, proteins, carbohydrates, iron, magnesium, and dietary fibers. Breakfast cereals help prevent constipation, colon disorders, cancer, and high blood sugar levels. They also reduce the risk of obesity, type 2 diabetes, and cardiovascular diseases (CVDs).

Breakfast Cereals Market Trends:

The rising health consciousness among the masses is one of the key factors driving the growth of the market. In line with this, the increasing consumer inclination to add high-fiber and protein food to the regular diet, especially breakfast, to maintain their health and build immunity is propelling the market growth. Additionally, the widespread adoption of packaged breakfast cereals due to their higher nutritional content and busy lifestyles and hectic schedules is acting as another growth-inducing factor. Apart from this, the introduction of exotic and healthy breakfast cereals, such as oats, flax seeds, and chia seeds, is proving an impetus to the market growth. Moreover, the launch of gluten-free, keto-friendly, and organic breakfast cereals due to the growing incidence of celiac diseases and the rising lactose intolerant population is positively influencing the market growth. Furthermore, the outbreak of COVID-19 disease and imposed

lockdowns prompted an increase in at-home hot breakfasts, such as muesli, granola, wheat bran, and porridge, which, in turn, favored the market growth. Other factors, including the rising expenditure capacities of consumers, easy product availability across e-commerce platforms, rising western influence on culinary practices, and increasing working population, are anticipated to drive the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global breakfast cereals market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, nature and distribution channel.

Breakup by Type:

- Ready-to-Eat
- Hot Cereals

Breakup by Nature:

- Conventional
- Organic

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- Online Stores
- Others

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan
 - India
 - South Korea

Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Bob's Red Mill Natural Foods, Calbee Inc., Carman's Fine Foods, Freedom Foods Group, General Mills Inc., Kellogg Co., Marico Ltd, Migros, Nestlé S.A and Post Holdings Inc.

Key Questions Answered in This Report

1. What was the size of the global breakfast cereals market in 2022?
2. What is the expected growth rate of the global breakfast cereals market during 2023-2028?
3. What are the key factors driving the global breakfast cereals market?
4. What has been the impact of COVID-19 on the global breakfast cereals market?
5. What is the breakup of the global breakfast cereals market based on the type?
6. What is the breakup of the global breakfast cereals market based on the type?
7. What is the breakup of the global breakfast cereals market based on the distribution channel?
8. What are the key regions in the global breakfast cereals market?
9. Who are the key players/companies in the global breakfast cereals market?

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