

# **Breakfast Cereals Market Report by Type (Ready-to-Eat, Hot Cereals), Nature (Conventional, Organic), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global breakfast cereals market size reached US\$ 105.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 147.1 Billion by 2032, exhibiting a growth rate (CAGR) of 3.7% during 2024-2032.

**Breakfast Cereals Market Analysis:**

**Market Growth and Size:** The global breakfast cereals market is experiencing steady growth, driven by the increasing demand for convenient breakfast options among consumers with busy lifestyles.

**Major Market Drivers:** Health consciousness and nutrition awareness are major drivers of the market.

**Key Market Trends:** Consumers seeking breakfast cereals tailored to their dietary needs and preferences represent a notable breakfast cereals market trend.

**Geographical Trends:** North America dominates the market due to higher disposable incomes and a greater emphasis on health and wellness. However, Asia Pacific is emerging as a fast-growing market on account of the changing dietary habits of consumers.

**Competitive Landscape:** Breakfast cereals market companies are investing heavily in product innovation, marketing, and distribution to maintain their market share and stay ahead of competitors.

**Challenges and Opportunities:** Challenges include the concerns over sugar content and artificial additives in breakfast cereals. Nonetheless, opportunities for innovation and the development of new, healthier cereal options cater to changing consumer preferences.

### Breakfast Cereals Market Trends:

The breakfast cereals market forecasts suggest continued expansion, driven by the increasing consumer preference for high-fiber, protein-rich, and exotic breakfast options, coupled with the rising demand for gluten-free, keto-friendly, and organic variants catering to specific dietary needs and health concerns. 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. Breakfast cereals market sales have continued to rise steadily, reflecting consumer demand for convenient and nutritious breakfast options. The breakfast cereals market revenue is expected to reach unprecedented heights, driven by the growing health-consciousness among consumers and the expansion of product offerings tailored to diverse dietary preferences. Breakfast cereals market demand thrives on consumer preferences for convenient, nutrient-rich options, including high-fiber, protein-packed, and exotic variants, as well as gluten-free, keto-friendly, and organic choices.

### 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 2024-2032. 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 2023?
2. What is the expected growth rate of the global breakfast cereals market during 2024-2032?
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 nature?
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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