

# **Breakfast Food Market Report by Source (Wheat, Rice, Oat, Corn, Barley, and Others), Packaging Type (Boxes, Pouches, and Others), Distribution Channel (Hypermarkets and Supermarkets, Independent Retailers, Specialist Retailers, Convenience Stores, and Others), and Region 2024-2032**

<https://marketpublishers.com/r/BE14BA862EA9EN.html>

Date: April 2024

Pages: 147

Price: US\$ 3,899.00 (Single User License)

ID: BE14BA862EA9EN

## **Abstracts**

The global breakfast food market size reached US\$ 449.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 618.0 Billion by 2032, exhibiting a growth rate (CAGR) of 3.5% during 2024-2032.

Breakfast food refers to various products that are consumed as the first meal of the day. Some of the most common types of breakfast foods include cereals, bread, eggs, porridge, waffles, pancakes, snacks bar, bacon and sausages. They are majorly processed from grains, such as corn, barley, wheat, and oats, and are a rich source of fiber, protein, carbohydrates and other essential nutrients. These products aid in activating the metabolism to burn calories and maintaining energy levels throughout the day.

Growing health awareness among consumers, owing to the increasing prevalence of chronic lifestyle diseases, such as obesity and diabetes, is one of the key factors driving the growth of the market. In line with this, hectic schedules of a majority of the working population have resulted in changing dietary patterns and food preferences, which is also providing a boost to the market growth. Coupled with this is the rising consumer inclination toward various organic, gluten-free and vegan breakfast food products, which is leading manufacturers to launch frozen and ready-to-eat alternatives in a variety of flavors and attractive packaging. For instance, breakfast cereals are now available in a

variety of flavors, along with several other food items that have minimal sodium, sugar and fat content. Other factors, including aggressive promotional activities by manufacturers, along with the proliferation of online retail channels that provide a hassle-free shopping experience to the consumers, are projected to drive the market further.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global breakfast food market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on source, packaging type and distribution channel.

#### Breakup by Source:

- Wheat
- Rice
- Oat
- Corn
- Barley
- Others

#### Breakup by Packaging Type:

- Boxes
- Pouches
- Others

#### Breakup by Distribution Channel:

- Hypermarkets and Supermarkets
- Independent Retailers
- Specialist Retailers
- Convenience 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 with some of the key players being Britannia Inc., Campbell Soup Company, General Mills Inc., Healthy Choice, Kellogg's Company, The Kraft Heinz Company, McVitie's (The United Biscuits Private Limited), Nestlé S.A., Starbucks Coffee Company, and Unilever Limited., etc.

#### Key Questions Answered in This Report:

How has the global breakfast food market performed so far and how will it perform in the coming years?

What are the key regional markets?

What has been the impact of COVID-19 on the global breakfast food market?

What is the breakup of the market based on the source?

What is the breakup of the market based on the packaging type?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global breakfast food market and who are the key players?

What is the degree of competition in the industry?

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