

# 2018-2023 Global Breakfast Cereal Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Breakfast Cereal market for 2018-2023.

Breakfast cereals are available in different variety, but the essential ingredient is grains. Commonly used grains include oats, rice, barley, wheat, and corn. Few hot cereals such as oatmeal does not comprise any other ingredient while other variants may include coloring agents, yeast, salts, minerals, vitamins, sweeteners, and food preservatives. Changing breakfast habits and demographics across the emerging economies have been acting as the major growth drivers for global demand of breakfast cereals. The increasing preference of western dietary patterns has further led to the growth of global breakfast cereals market in the recent past. The wide assortment of alternative breakfast items specific to every region and inexpensive breakfast options may create obstacles for the growth of the market. The breakfast cereals market has an opportunity to grow tremendously due to the ongoing product innovation in the flavors and inclusion organic ingredients in breakfast cereals.

APAC is the fastest-growing market for breakfast cereals. The increasing demand for healthy ready-to-eat breakfast is fueling the breakfast cereals market in APAC. Many doctors and nutritionists recommend the intake of breakfast cereals as opposed to traditional breakfast items. The increasing awareness about cardiovascular diseases, diabetes, and obesity is influencing the purchase decision of consumers. Consumers in developing countries such as India, Malaysia, Indonesia, and others are increasingly choosing Western diets due to the increased rate of urbanization. Companies such as Kellogg, Bagrry's India, and Quaker Oats are the top manufacturers of breakfast cereals in India. Hot cereals are highly preferred than cold cereals due to the traditional

breakfast preferences of Indians.

Over the next five years, LPI(LP Information) projects that Breakfast Cereal will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Breakfast Cereal market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Hot Cereals

Ready-to-Eat Cereals

Segmentation by application:

Supermarket

E-Commerce

Convenience Store

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

## GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

General Mills

Kellogg

PepsiCo

Post Holdings

Nature Foods Company

Bob's Red Mill Natural Foods

Carman's Fine Foods

Cereal Partners Worldwide (CPW)

Family Cereal

Marico

MCKEE FOODS

Nature's Path Foods

The Jordans & Ryvita Company

TreeHouse Foods

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future

development.

## Research objectives

To study and analyze the global Breakfast Cereal consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Breakfast Cereal market by identifying its various subsegments.

Focuses on the key global Breakfast Cereal manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Breakfast Cereal with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Breakfast Cereal submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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