

Australia Breakfast Cereals Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Breakfast Cereals in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The breakfast cereals market consists of retail sales of hot cereals and ready-to-eat cereals. Hot cereals segment consists of traditional products (e.g. porridge oats), instant mixes and ready-to-heat products. Ready-to-eat cereals segment consists of children's breakfast cereals and family breakfast cereals such as, flakes, muesli and other RTE cereals. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2021 exchange rates.

The Australian Breakfast Cereals market had total revenues of \$1,086.2m in 2021, representing a compound annual growth rate (CAGR) of 2.8% between 2016 and 2021.

Market consumption volume increased with a CAGR of 1.6% between 2016 and

2021, to reach a total of 125 million kilograms in 2021.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 1.8% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$1,190.4m by the end of 2026.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the breakfast cereals market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the breakfast cereals market in Australia

Leading company profiles reveal details of key breakfast cereals market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia breakfast cereals market with five year forecasts

REASONS TO BUY

What was the size of the Australia breakfast cereals market by value in 2021?

What will be the size of the Australia breakfast cereals market in 2026?

What factors are affecting the strength of competition in the Australia breakfast cereals market?

How has the market performed over the last five years?

How large is Australia's breakfast cereals market in relation to its regional counterparts?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Australian breakfast cereals market??
- 7.3. Which companies have been most successful in increasing their market shares in the last five years (2016-21)?
- 7.4. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. Kellogg Co
- 8.2. Cereal Partners Worldwide S.A.
- 8.3. Sanitarium Health Food Co

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Australia breakfast cereals market value: \$ million, 2016-21
- Table 2: Australia breakfast cereals market volume: million kilograms, 2016-21
- Table 3: Australia breakfast cereals market category segmentation: \$ million, 2021
- Table 4: Australia breakfast cereals market geography segmentation: \$ million, 2021
- Table 5: Australia breakfast cereals market distribution: % share, by value, 2021
- Table 6: Australia breakfast cereals market value forecast: \$ million, 2021-26
- Table 7: Australia breakfast cereals market volume forecast: million kilograms, 2021-26
- Table 8: Australia breakfast cereals market share: % share, by value, 2021
- Table 9: Kellogg Co: key facts
- Table 10: Kellogg Co: Annual Financial Ratios
- Table 11: Kellogg Co: Key Employees
- Table 12: Kellogg Co: Key Employees Continued
- Table 13: Cereal Partners Worldwide S.A.: key facts
- Table 14: Sanitarium Health Food Co: key facts
- Table 15: Sanitarium Health Food Co: Key Employees
- Table 16: Australia size of population (million), 2017-21
- Table 17: Australia gdp (constant 2005 prices, \$ billion), 2017-21
- Table 18: Australia gdp (current prices, \$ billion), 2017-21
- Table 19: Australia inflation, 2017-21
- Table 20: Australia consumer price index (absolute), 2017-21
- Table 21: Australia exchange rate, 2017-21

List Of Figures

LIST OF FIGURES

Figure 1: Australia breakfast cereals market value: \$ million, 2016-21

Figure 2: Australia breakfast cereals market volume: million kilograms, 2016-21

Figure 3: Australia breakfast cereals market category segmentation: % share, by value, 2021

Figure 4: Australia breakfast cereals market geography segmentation: % share, by value, 2021

Figure 5: Australia breakfast cereals market distribution: % share, by value, 2021

Figure 6: Australia breakfast cereals market value forecast: \$ million, 2021-26

Figure 7: Australia breakfast cereals market volume forecast: million kilograms, 2021-26

Figure 8: Forces driving competition in the breakfast cereals market in Australia, 2021

Figure 9: Drivers of buyer power in the breakfast cereals market in Australia, 2021

Figure 10: Drivers of supplier power in the breakfast cereals market in Australia, 2021

Figure 11: Factors influencing the likelihood of new entrants in the breakfast cereals market in Australia, 2021

Figure 12: Factors influencing the threat of substitutes in the breakfast cereals market in Australia, 2021

Figure 13: Drivers of degree of rivalry in the breakfast cereals market in Australia, 2021

Figure 14: Australia breakfast cereals market share: % share, by value, 2021

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