

Bakery and Cereals in the United States

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Abstracts

Bakery and Cereals in the United States

Summary

Bakery & Cereals in the United States industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The bakery & cereals market consists of retail sales of baking ingredients, baking mixes, bread & rolls, breakfast cereals, cakes, pastries & sweet pies, cereal bars, cookies (sweet biscuits), dough products, energy bars, morning goods and savory biscuits. 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 2019 exchange rates.

The US bakery & cereals market had total revenues of \$119.0bn in 2019, representing a compound annual growth rate (CAGR) of 2.4% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.9% between 2015 and 2019, to reach a total of 15,557.4 million kilograms in 2019.

Positive economic conditions and increasing employment rate in the country are the factors supporting the market growth.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the bakery & cereals market in the United States

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the bakery & cereals market in the United States

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

Add weight to presentations and pitches by understanding the future growth prospects of the United States bakery & cereals market with five year forecasts

Reasons to Buy

What was the size of the United States bakery & cereals market by value in 2019?

What will be the size of the United States bakery & cereals market in 2024?

What factors are affecting the strength of competition in the United States bakery & cereals market?

How has the market performed over the last five years?

What are the main segments that make up the United States's bakery & cereals market?

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COMPANIES MENTIONED

General Mills Inc

Kellogg Co

Grupo Bimbo S.A. de C.V.

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