

# Breakfast Cereals in the United States

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## Abstracts

Breakfast Cereals in the United States

### SUMMARY

Breakfast Cereals in the United States industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2014-18, and forecast to 2023). 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 2018 exchange rates.

The US breakfast cereals market had total revenues of \$10,590.0m in 2018, representing a compound annual growth rate (CAGR) of 1.4% between 2014 and 2018.

Market consumption volume increased with a CAGR of 0.7% between 2014 and 2018, to reach a total of 1,648.0 million kilograms in 2018.

The US breakfast cereals market faces direct competition from health drinks, energy bars and breakfast biscuits.

## SCOPE

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

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

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 United States breakfast cereals market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the United States breakfast cereals market by value in 2018?

What will be the size of the United States breakfast cereals market in 2023?

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

How has the market performed over the last five years?

Who are the top competitors in the United States's breakfast cereals market?

## Contents

Executive Summary  
Market value  
Market value forecast  
Market volume  
Market volume forecast  
Category segmentation  
Geography segmentation  
Market share  
Market rivalry  
Market Overview  
Market definition  
Market analysis  
Market Data  
Market value  
Market volume  
Market Segmentation  
Category segmentation  
Geography segmentation  
Market share  
Market distribution  
Market Outlook  
Market value forecast  
Market volume forecast  
Five Forces Analysis  
Summary  
Buyer power  
Supplier power  
New entrants  
Threat of substitutes  
Degree of rivalry  
Leading Companies  
General Mills Inc  
Kellogg Company  
PepsiCo, Inc.  
Post Holdings, Inc.  
Macroeconomic Indicators  
Country data

Methodology  
Industry associations  
Related MarketLine research  
Appendix  
About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: United States breakfast cereals market value: \$ million, 2014-18

Table 2: United States breakfast cereals market volume: million kilograms, 2014-18

Table 3: United States breakfast cereals market category segmentation: \$ million, 2018

Table 4: United States breakfast cereals market geography segmentation: \$ million, 2018

Table 5: United States breakfast cereals market share: % share, by value, 2018

Table 6: United States breakfast cereals market distribution: % share, by value, 2018

Table 7: United States breakfast cereals market value forecast: \$ million, 2018-23

Table 8: United States breakfast cereals market volume forecast: million kilograms, 2018-23

Table 9: General Mills Inc: key facts

Table 10: General Mills Inc: key financials (\$)

Table 11: General Mills Inc: key financial ratios

Table 12: Kellogg Company: key facts

Table 13: Kellogg Company: key financials (\$)

Table 14: Kellogg Company: key financial ratios

Table 15: PepsiCo, Inc.: key facts

Table 16: PepsiCo, Inc.: key financials (\$)

Table 17: PepsiCo, Inc.: key financial ratios

Table 18: Post Holdings, Inc.: key facts

Table 19: Post Holdings, Inc.: key financials (\$)

Table 20: Post Holdings, Inc.: key financial ratios

Table 21: United States size of population (million), 2014-18

Table 22: United States gdp (constant 2005 prices, \$ billion), 2014-18

Table 23: United States gdp (current prices, \$ billion), 2014-18

Table 24: United States inflation, 2014-18

Table 25: United States consumer price index (absolute), 2014-18

Table 26: United States exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

Figure 1: United States breakfast cereals market value: \$ million, 2014-18

Figure 2: United States breakfast cereals market volume: million kilograms, 2014-18

Figure 3: United States breakfast cereals market category segmentation: % share, by value, 2018

Figure 4: United States breakfast cereals market geography segmentation: % share, by value, 2018

Figure 5: United States breakfast cereals market share: % share, by value, 2018

Figure 6: United States breakfast cereals market distribution: % share, by value, 2018

Figure 7: United States breakfast cereals market value forecast: \$ million, 2018-23

Figure 8: United States breakfast cereals market volume forecast: million kilograms, 2018-23

Figure 9: Forces driving competition in the breakfast cereals market in the United States, 2018

Figure 10: Drivers of buyer power in the breakfast cereals market in the United States, 2018

Figure 11: Drivers of supplier power in the breakfast cereals market in the United States, 2018

Figure 12: Factors influencing the likelihood of new entrants in the breakfast cereals market in the United States, 2018

Figure 13: Factors influencing the threat of substitutes in the breakfast cereals market in the United States, 2018

Figure 14: Drivers of degree of rivalry in the breakfast cereals market in the United States, 2018

Figure 15: General Mills Inc: revenues & profitability

Figure 16: General Mills Inc: assets & liabilities

Figure 17: Kellogg Company: revenues & profitability

Figure 18: Kellogg Company: assets & liabilities

Figure 19: PepsiCo, Inc.: revenues & profitability

Figure 20: PepsiCo, Inc.: assets & liabilities

Figure 21: Post Holdings, Inc.: revenues & profitability

Figure 22: Post Holdings, Inc.: assets & liabilities

### COMPANIES MENTIONED

General Mills Inc

Kellogg Company  
PepsiCo, Inc.  
Post Holdings, Inc.

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