

# Cereal Ingredients Market by Type (Wheat, Rice, Oat, Corn, Barley), Application (Hot Breakfast Cereal, Cold Breakfast Cereal) & Geography - Global Trends & Forecast to 2019

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## Abstracts

Breakfast cereals are generally made of whole grains such as oats, wheat, rice, barley, rye, and other grains. Whole grains consist of the intact, ground, cracked, or flaked caryopsis, whose principal anatomical components such as the starchy endosperm, germ, and bran. These are present in the same relative proportions as they exist in the intact caryopsis. Thus, whole grains are good sources of fiber and important nutrients, such as selenium, potassium, and magnesium. They are also low in saturated fats. They also contain beneficial polyunsaturated fatty acids.

The breakfast cereal ingredient market is projected to reach \$755.4 million by 2019. The manufacturers are well aware of the emerging breakfast cereal ingredients market. As the market is projected to demonstrate continued growth in both, developed and developing regions, the report analyzes the market in the prominent regions of the world. There are different growth strategies adopted by various market players, which are analyzed in the report.

FIGURE 1 CEREAL INGREDIENTS MARKET SHARE (VALUE), BY GEOGRAPHY, 2013 VS. 2019 p - Projected

Source: Expert Interviews, Government Authorities, Related Research Publication, Company Press Release, Company Annual Report, Company Website, Company Publication, and MarketsandMarkets Analysis

North America is the largest market for breakfast cereal ingredients, followed by Asia-

Pacific and Europe. The Asia-Pacific market is estimated to grow at a CAGR of 2.7% from 2013 to 2019. Asia-Pacific represents the fastest growing market followed by Europe and North America.

This report provides a comprehensive analysis of the breakfast cereal ingredient market. Breakfast cereal ingredients such as wheat, rice, oat, corn, and barley have been identified in the report. This research report categorizes the global market for breakfast cereal ingredients based on types, applications, and geography. The breakfast cereal ingredient market based on types is further classified into flakes, puffs, grits, and chunks.

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## About

The report “Cereal Ingredients Market By Type - (Wheat, Rice, Oat, Corn, Barley), Application (Hot Breakfast Cereal, Cold Breakfast Cereal), & Geography - Global Trends & Forecast to 2019”, defines and segments the market with a perusal of the global market size in terms of value (\$million) and volume (MT).

Leading market players in the cereal ingredients market include:

Archer Daniels Midland Company

Bunge Limited

Cargill Inc.

Cereal Ingredients Inc.

Kerry Group Plc

Limagrain

Breakfast cereal ingredients is a growing market in the food ingredient sector. There is an increasing trend towards the consumption of processed food products in developing countries, which further signifies the increasing use of breakfast cereal ingredient. Health issues with regards to food habits have changed. People are opting for nutritive food items. Hence, the consumption of breakfast cereals has increased in the market.

The increase in population has a tremendous impact on the global food supply. The question of food nutrition quality has received widespread attention. Different governments and private industries have come a long way to achieve high standards for pure and nutritive food. The consumer demands placed on technology have resulted in the development of different types of breakfast cereal ingredients that are tasty, appetizing, and economical foods.

In this report, the breakfast cereal ingredient market is divided into four geographical segments-North America, Europe, Asia-Pacific, and ROW. The North American region constitutes the largest market, followed by Asia-Pacific, with the U.S. dominating the North American breakfast cereal ingredient market. Asia-Pacific is projected to witness the fastest growth in the market.

This report focuses on the breakfast cereal ingredient market, categorizing it on the basis of geography, types, and applications.



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