

# 2021 Breakfast Cereal Market - Size, Share, Competition and Forecasts to 2027

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## Abstracts

### Overview:

The global Breakfast Cereal Market is estimated to generate revenue worth USD 44.34 in 2020, and is expected to grow at 4.14 CAGR during the forecast period of 2021 to 2027, and reach an expected market value of USD 58.9 in 2027.

2021 Breakfast Cereal Market - Size, Share, COVID Impact Analysis and Forecast to 2027 – is comprehensive research with in-depth data and contemporary analysis of Breakfast Cereal Market at a global, regional and key country level, split by different sub-segments of the industry.

Breakfast Cereal Market is quickly reaching its pre-COVID levels and a healthy growth rate is expected over the forecast period driven by the V-shaped recovery in most of the developing nations.

Key strategies of companies operating in Breakfast Cereal Market Industry are identified as showcasing their contactless manufacturing and delivery methods, highlighting USP statements, focus on product packaging, and increased the presence of products on online platforms.

The food industry is set to experience a few changes in 2021 due to the increased consciousness of consumers in selecting food. This inclination towards sustainable, regenerative, plant-based food and demand for foods and beverages with immunity-boosting ingredients is driving the demand for these products and their constituents. Do It Yourself (DIY) trend has seen huge momentum during Corona times and is expected to continue in 2021.

Considering the rapidly changing market landscape, companies are changing their perspectives on expanding beyond traditional markets. In addition to focusing on widening applications, introducing new product portfolios, most food and beverage companies are planning to capture domestic and international markets.

Fast pace recovery of developing economies leading to increased disposable income will support the Breakfast Cereal Market demand between 2021 and 2027.

Lockdowns across the globe in 2020 and continuing restrictions in 2021 disrupted the supply chain posing challenges for manufactures in the Breakfast Cereal Market. Intense competition, pricing issues, and shifting consumer preferences will continue to put pressure on vendors' profit margins.

#### Report Description-

The report- '2021 Breakfast Cereal Market - Size, Share, COVID Impact Analysis and Forecast to 2027' presents growth projections in the Breakfast Cereal Market between 2021 and 2027 for companies operating across different types, applications, and end-user verticals.

Short-term and long-term trends affecting the market landscape are included in the research. Further, market drivers, restraints, and potential opportunities are also provided in the report.

The Breakfast Cereal report computes the 2020 market value in revenue terms based on the average Breakfast Cereal prices and sales/revenue models of key companies operating in the Breakfast Cereal Market Industry. The study forecasts the market size to 2027 for different types of Breakfast Cereal and provides respective market share and growth rates.

The study discusses technological innovations and the potential shift in demand among various products in the Breakfast Cereal Market, over the forecast period. The leading five companies in the Breakfast Cereal Market Industry together with their products, key strategies, and comparisons are provided.

The Breakfast Cereal Market size, share, and outlook across different types and applications are provided at geographic levels of North America, Asia Pacific, Europe, Middle East Africa, South and Central America. Further, country-level Breakfast Cereal

Market value is also provided.

All recent developments in Breakfast Cereal Market Industry including mergers, acquisitions, contract awards, licenses, product launches, and expansion plans are included in the report.

Base Year- 2020; Forecast period: 2021- 2027

Publication frequency- Every six months

Research Methodology- Data triangulation with top-down and Bottom-up approach are used for market size

#### Key Coverage of the Report -

Global Breakfast Cereal Market Industry size, 2020- 2027

Market trends, drivers, restraints, and opportunities

Porter's Five forces analysis

Breakfast Cereal Market size across countries, 2020- 2027

5 leading companies in the industry- overview, key strategies, financials, and products

Latest market news and developments

#### Segmentation:

By Type

Hot Cereals

Ready-to-eat Cereals

By Ingredient

Corn

Oat

Wheat

Rice

Others

By Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Speciality Stores

Online

Others

Companies Analysed:

General Mills, Inc.

PepsiCo. Inc.

Kellogg Company

Post Holdings, Inc.

Nestle S.A.

Additional support -

All the data presented in tables and charts of the report is provided in a separate Excel document

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3 months of analyst support

The report will be updated to the latest month and delivered within 2 business days

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