

# **Breakfast Cereals Market by Ingredient Type (Wheat, Rice, Oat, Corn, and Barley), by Process (Hot Cereals, and Ready-to-Eat Cereals), and by Application (Convenience Stores, Supermarket and Hypermarket, Online Distribution and Others): Global Industry Perspective, Comprehensive Analysis and Forecast, 2017 - 2024**

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## **Abstracts**

The report covers forecast and analysis for the breakfast cereals market on a global and regional level. The study provides historic data of 2015 to 2017 along with a forecast from 2018 to 2024 based on revenue (USD Billion). The study includes drivers and restraints for the breakfast cereals market along with the impact they have on the demand over the forecast period. Additionally, the report includes the study of opportunities available in the breakfast cereals market on a global level.

In order to give the users of this report a comprehensive view on the breakfast cereals market, we have included a competitive landscape and analysis of Porters Five Forces model for the market. The study encompasses a market attractiveness analysis, wherein all segments are benchmarked based on their market size, growth rate, and general attractiveness.

The report provides company market share analysis in order to give a broader overview of the key players in the market. In addition, the report also covers key strategic developments of the market including acquisitions mergers, new product launch, agreements, partnerships, collaborations joint ventures, research development, global and regional expansion of major participants involved in the market.

The study provides a decisive view on the breakfast cereals market by segmenting it on the basis of ingredient type, product type, distribution channel, and region. All the segments have been analyzed based on present and future trends and the market is estimated from 2018 to 2024. Based on ingredient type, the market is segmented into wheat, rice, oat, corn, and barley. On the basis of product type, the breakfast cereals market is divided into hot cereals and ready-to-eat cereals. Based on distribution channel, the market is segmented into convenience stores, hypermarkets and supermarkets, online channel and others. The regional segmentation includes the current and forecast demand for North America, Europe, Asia Pacific, Latin America and the Middle East Africa with its further bifurcation into major countries including the U.S., UK, Germany, France, China, Japan, India, Brazil, etc. This segmentation includes demand for breakfast cereals market based on all segments in all the regions and countries.

The report also includes detailed profiles of end players such as Kellogg Co., PepsiCo, Cereal Partners Worldwide, Post Holdings, General Mills, Nestle SA, Ricebran Technologies, and The Weetabix Food Company.

This report segments the global breakfast cereals market as follows:

#### Global Breakfast Cereals Market: Ingredient Type Segment Analysis

Wheat

Rice

Oat

Corn

Barley

#### Global Breakfast Cereals Market: Product Type Segment Analysis

Hot Cereals

Ready-to-Eat Cereals

## Global Breakfast Cereals Market: Distribution Channel Segment Analysis

Convenience Stores

Hypermarkets Supermarkets

Online Channel

Others (Sundries, Pharmaceutical general stores, etc.)

## Global Breakfast Cereals Market: Regional Segment Analysis

North America

The U.S.

Europe

UK

France

Germany

Asia Pacific

China

Japan

India

Latin America

Brazil

Middle East and Africa

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