

Hot and Cold Cereals - US - August 2014

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“Overall, the cereal category faced another years of sales declines mainly as a result of increasing competition from other convenient and nutritious foods. The category's sweet spot, the hot cereal segment, has increased, albeit minimally, but helps balance the category overall.”

- Amanda Topper, Food Analyst

This report looks at the following areas:

- How can the category reverse declining sales?
- What types of cereals do consumers want?
- How can packaging innovation address consumer needs?

The cereal category declined from 2009-14 despite a high household penetration rate. The cold cereal segment, continues to decline as a result of competition from other convenient, nutrient-rich foods, such as yogurt, fruit, and breakfast sandwiches. In contrast, interest in the health benefits of hot cereal, especially oatmeal, have led to an increase in the segment from 2012-14. Packaging and product innovation, including snack-size packs, and protein- and fiber-rich cereals, aim to help turn around declining sales. Additionally, a focus on consumption occasions beyond breakfast, including as a snack or late night indulgence, present areas of opportunity for the category.

This report builds on the analysis presented in Mintel's *Breakfast Cereals – US, August 2013*, as well as the *February 2012*, *September 2009*, and older reports of the same title, as well as Mintel's *Private Label Cereal – US, July 2010*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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