

Hot and Cold Cereal - US - September 2017

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"As more consumers prioritize quick, healthy, portable breakfast foods that keep them full and energized, the cereal category continues to decline. Still, cereal remains a huge category with near-universal penetration. The key to reinvigorating the cereal category may lie less in trying to fix its inherent shortcomings than leveraging its strongest asset: great taste."

- John Owen, Sr. Analyst, Food and Drink

This report looks at the following areas:

- **Steady declines continue for cereal category**
- **Despite declining sales, cereal incidence remains high**
- **Breakfast remains a foundation**

For the purposes of this Report, Mintel has used the following definitions:

- Ready-to-eat cold cereal is any cereal (eg corn flakes, shredded wheat, toasted oat cereal) that is usually consumed dry or with dairy/non-dairy milk.

- Hot cereal is defined as cereal that must be cooked (on the stovetop or in the microwave oven) before eating, including oatmeal, instant oatmeal, hot wheat, and other grain products.

Cereal bars and other breakfast products, such as Kellogg's Pop-Tarts, are excluded from the scope of this Report, but their importance to overall demand for breakfast cereal is discussed where appropriate

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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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- A few small competitors thrive in category dominated by giants
- Store brands fall faster than rest of category
- Better-for-you brands pace category decline

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- Better-for-you brands pace category decline

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- Breakfast remains a foundation
- Taste outweighs other factors by a wide margin
- Younger adults more likely to be interested in variety
- Untapped potential for snacking

Cereal Consumption

- Despite declining sales, cereal incidence remains high

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