

Hot and Cold Cereal: Incl Impact of COVID-19 - US - September 2020

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“With wellbeing, value and convenience top-of-mind, cereal brands have more than one path to staying relevant with shoppers. After years of declines and stagnation, the cereal category returned to sales growth in 2020 due to COVID-19.”

– **Kaitlin Kamp, Food and Drink Analyst**

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the hot and cold cereal market
- Hot and cold cereal lessons from past recessions
- Consumer consumption of and attitudes toward hot and cold cereal
- The importance of health, snacking and experience on the category

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