

## Breakfast Cereals - UK - August 2011

Report Price: £1750 / \$2837 / €1995



"Breakfast cereal makers must continue to work on their credentials in this area. And there is evidently a consumer demand for healthier formulations, too. Large minorities of consumers listed health-related issues as the most important factors, with sugar the most important factor for nearly half (45%) of cereal eaters."

– Alex Beckett, Senior Food Analyst

### In this report we answer the key questions:

- Do breakfast cereals need to improve their health image?
- What impact are Ofcom's regulations having on the market?
- How can more men be attracted to porridge?
- Is there further potential for more indulgent cereals?

### Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

### Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to [oxygen@mintel.com](mailto:oxygen@mintel.com) or call one of our regional offices:

**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100