Cereal - Ireland - October 2015

Report Price: £1095.00 | $1773.30 | €1390.99

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"With sugar increasingly coming under scrutiny from health groups, government organisations and consumers themselves, we can expect to see cereal brands moving forward doing more to reduce their sugar usage – with a key challenge being to assure consumers that less sugar does not necessarily mean less taste."
– Brian O'Connor, Senior Consumer Analyst

This report looks at the following areas:

- What impact have declining cereal costs had in the market?
- What impact will changing attitudes towards sugar have on the cereal industry?
- What types of cereal do Irish consumers use?
- What factors influence the type of cereal that consumers buy?
- What attitudes do consumers have towards cereal?

The cereal market in Ireland has seen value growth wane somewhat between 2013 and 2015, with the decline in consumer prices contributing to stalled growth.

However, given that the cost of cereal to consumers remains high, there is still a substantial level of consumers opting for own-label and discounter variants of cereals. Further to this, cereal producers are under increasing scrutiny to reduce the levels of sugar in their products – as well as salt, fat and other ingredients that may negatively impact on a person's health.

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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