# Hot and Cold Cereal - Canada - July 2015

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"The decline in cereal volume and value sales suggests challenges for the industry impacted by demographic changes. An aging population can adversely affect cereal as it is perceived to be a convenience food most frequently eaten by the time starved."
– Joel Gregoire, Senior Food & Drink Analyst

## This report looks at the following areas:

- An aging population represents a challenge for cereal
- Millennials and the "baby boomlet" can support cereal's growth
- Chinese Canadians are looking for hot, satiating options
- Evolving cereal beyond being a convenience food

Cereal is clearly ingrained into the eating habits of Canadians.

Despite the high level of adoption, volume and value sales are in decline impacted by pressures from outside of the category. An aging population represents a possible headwind for cereal with a higher share of over-65s indicating they eat cereal once per week or less. Eating breakfast foods with more protein, such as eggs and meat, is cited as being the top barrier to eating cereal more frequently.

As a greater number of Millennials become parents, this may prove a benefit for manufacturers who can address their needs. Consumer data in this report identifies that parents with children 18 or under at home are more likely to eat cereal more frequently relative to those without kids in the household, identifying a potential growth opportunity.

This report analyses the preferences of Boomers, Millennials and other cohorts as it relates to cereal to help manufacturers make directed strategic decisions in this challenged category by contextually identifying what matters to consumers.

Barriers to eating cereal more frequently are identified among those who are lower-frequency users of the category. Additionally, consumers are asked what factors influence their choices when making a decision between one cereal brand and another. This report also delves into what consumers are interested in seeing in the cereal category. Aside from that, general attitudes are also examined relating to packaging, health, brands, versatility and convenience. These questions are also broken out across different demographic segments including gender, age, ethnicity (Chinese Canadians) and income level.

This report also examines new cereals launched in Canada (and a few in Asia) identifying themes using Mintel's GNPD (Global New Products Database).



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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