

Breakfast Cereals - UK - August 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Fragmented eating habits have added to the woes of RTE cereals, with many cereal eaters skipping breakfast or snacking instead. Offering branded sweet snacks suited to eating on the go other than the well-established cereal bars would allow companies to better capitalise on consumer snacking tendencies while also appealing to the time-pressed.”

– Alice Baker, Research Analyst

This report looks at the following areas:

- Extension of portable formats needed to respond to fragmented breakfast eating patterns
- Healthy children’s cereals with appealing packaging could help to win back lapsed users
- Daily intake labelling would make high-fibre claims more tangible

The breakfast cereals market is notably price-driven and brand loyalty is low. Fractured eating habits such as skipping breakfast undermine usage, however the strong consumer interest in sweet snacks from cereal brands suggests strong potential for companies to diversify their offering.

Meanwhile the interest in less-sweet tasting cereals suggests opportunities for companies to meet government sugar reduction targets without recourse to artificial sweeteners, which many consumers remain suspicious of.

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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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PHE targets parents with breakfast campaign

Liverpool Council 'names and shames' children's cereals

New government health advice looks to boost fibre consumption

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Social aspects of breakfast emphasized to strengthen emotional associations

Kellogg's links Cornflakes with individuality and family banter

Cheerios emphasizes the importance of family breakfasts

Coco Pops looks to appeal to time-pressed and health-conscious parents

Other Kellogg's campaigns

Special K emphasizes taste as well as health to widen its appeal...

...and looks to address sugar concerns

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RTE cereals have high penetration, but only a minority eat daily

Little brand loyalty, with price promotions a key influence

Fractured breakfast eating patterns erode breakfast occasions

Ingredients with 'natural' image appeal most as sugar substitutes

Further information on grain sourcing appeals to many

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One third do not check nutritional tables

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Fragmented eating patterns reduce breakfast occasions

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Healthy children's cereals with appealing packaging could help to win back lapsed users

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Appendix – Launch Activity and Innovation

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