

Hot and Cold Cereal - US - August 2015

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The hot and cold cereals market continues to see sales declines similar to recent years, mostly driven by the cold cereal segment, with many consumers believing offerings are too processed and not convenient enough. The only growth occurring is in hot cereal, albeit from a small base. To grow the category, manufacturers will need to focus on developing more natural, better-for-you offerings that can be prepared and consumed easily on the go.

This report looks at the following areas:

- Real sustenance needed
- Convenience is key
- Nostalgic nourishment

Consumers today believe cereal is overly processed and doesn't contain enough nutrients. They are turned off by high sugar content and artificial ingredients, instead preferring high protein and fiber content and natural ingredients. Additionally, consumers are paying careful attention to nutritional statements, especially parents.

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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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