

Breakfast Cereals - UK - August 2016

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“RTE cereals have suffered from the negative media focus on sugar and competition from other products for the breakfast occasion. Given strong consumer interest, launches tapping into current healthy eating trends like ‘positive nutrition’ show potential going forward. Further development in low sugar should help brands to stand out in a crowded market.”

– Anita Winther, Research Analyst

This report looks at the following areas:

- Low sugar continues to warrant focus – control appeals to users
- ‘Positive nutrition’ resonates with consumers – natural has an edge over fortified
- Opportunities are ripe for high-protein cereals

Breakfast cereals have seen a decline in total volume sales of 6% between the 2012 high and 2015. This is a result of volume losses suffered by ready-to-eat (RTE) cereals, due to health concerns and consumers’ changing breakfast habits, coupled with stagnation in hot cereal sales since 2013. Further decline is expected in 2016.

Strong consumer interest in cereals with ‘positive nutrition’ or ones high in protein shows potential to drive growth going forward. Demand for low-sugar variants should also guide future NPD (New Product Development).

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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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