

Breakfast Cereals - UK - August 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Lack of excitement and busy lifestyles are barriers to people not eating breakfast cereals more often. More on-the-go formats should help cereals to stay on the menu among people who don’t have time to eat breakfast at home, while separate toppings are one way of adding more excitement to the eating of cereals and an extra revenue stream for cereal brands.”

- **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- Room to drive cereals as a snack and for out-of-home occasions
- People’s love of toppings can help keep breakfast cereal interesting
- Breakfast cereals are in good place to promote nutritional value of products

Total sales of breakfast cereals are estimated to increase by 1% in 2018 to reach £1.56 billion, but with even slower growth expected in volume sales. The main reason for the lacklustre performance is flat sales of RTE cereals that account for 80% of volume sales. Concerns about sugar in some cereals, people eating more portable breakfast options out of home or skipping breakfast all together all pose challenges to the category.

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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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Table of Contents

Overview

- What you need to know
- Products covered in this report

Executive Summary

The market

Small upturn in sales of breakfast cereals

Value sales growth forecast but small dip expected in volume sales

Figure 1: UK retail value sales of breakfast cereals, 2013-23

Decline in RTE cereals halted

Strong sales performance for hot cereals

Big focus on sugar reduction

Breakfast eating habits have big influence

Growth of over-55s to benefit in-home breakfasts

Companies and brands

Own-label gaining ground in RTE cereals

Figure 2: Leading manufacturers' shares in the UK RTE cereals market, by value, 2017/18**

PepsiCo retains top position in hot cereals

Figure 3: Leading manufacturers' shares in the UK hot cereals market, by value, 2017/18*

Sugar reduction central to NPD

W.K. Kellogg hopes to tap into interest in plant-based foods

Protein launches a continuing theme

The consumer

Vast majority of people eat breakfast cereals

Figure 4: Usage of different types of breakfast cereals, June 2018

Plain cereal is the most popular individual type

Half of users eat cereal most days

Figure 5: Frequency of eating breakfast cereals, June 2018

Consumers are looking for less sugar in cereals

Figure 6: Attributes looked for on packaging when choosing breakfast cereals, June 2018

Strong interest in on-the-go and snack packs

Adding variety to cereal through pots of toppings

Figure 7: Interest in breakfast cereals products, June 2018

Cereals are an energy boost or guilt-free treat

Many people add extra ingredients to breakfast cereal

Figure 8: Behaviours and preferences related to breakfast cereals, June 2018

Breakfast cereals enjoy strong overall perceptions

Figure 9: Correspondence Analysis of qualities associated with different types of breakfast cereals, June 2018

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What we think

Issues and Insights

Room to drive cereals as a snack and for out-of-home occasions

The facts

The implications

People's love of toppings can help keep breakfast cereal interesting

The facts

The implications

Breakfast cereals are in good place to promote nutritional value of products

The facts

The implications

The Market – What You Need to Know

Total breakfast cereals sales show small upturn in 2017

Value sales growth forecast but small dip expected in volume sales

Small increase in value sales of RTE cereals

Sugar-related concerns will hold back volume sales

Hot cereals segment goes from strength to strength

Sugar reduction a big focus in category

Eating breakfast out of home works against breakfast cereals

People skipping breakfast poses a threat to cereals

Growth of over-55s to benefit in-home breakfasts

Catering for on-the-go 25-44-year-olds

Market Size, Segmentation and Forecast

Total breakfast cereals sales show small upturn in 2017

Figure 10: UK retail sales of breakfast cereals, by value and volume, 2013-23

Figure 11: UK retail value sales of breakfast cereals, 2013-23

RTE cereals show small increase in value sales in 2017

Figure 12: UK retail sales of RTE cereals, by value and volume, 2013-23

Figure 13: UK retail value sales of RTE cereals, 2013-23

Hot cereals segment goes from strength to strength

Figure 14: UK retail sales of hot cereals, by value and volume, 2013-23

Figure 15: UK retail value sales of hot cereals, 2013-23

Forecast methodology

Market Drivers

Breakfast cereals tasked with 20% sugar reduction by 2020

PHE sugar reduction targets

Initiatives from leading players

Push to cut sugar also coming from consumers

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Report Price: £1995.00 | \$2693.85 | €2245.17

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Figure 16: Top five factors deemed important when looking for healthy food, November 2017

PHE puts new focus on calorie consumption

Eating breakfast out of home works against breakfast cereals

Figure 17: Breakfast items typically eaten at home and out of home, May 2018

People skipping breakfast poses a threat to cereals

Population trends

Growth of over-55s to benefit in-home breakfasts

Catering for on-the-go 25-44-year-olds

Room for more healthy cereals for children

Figure 18: Trends in age structure of the UK population, 2012-22

Companies and Brands – What You Need to Know

Own-label gains share in RTE cereals

PepsiCo retains top position in hot cereals

Sugar reduction central to NPD

W.K. Kellogg hopes to tap into interest in plant-based foods

Protein launches a continuing theme

Expanding choice of flavours

10% increase in 2017 advertising spending

Weetabix stands for quality and good value

Quaker Oats has strong association with health and wellbeing

Cheerios and Shreddies seen as fun brands

Market Share

Own-label gains share in RTE cereals

Figure 19: Leading brands' sales and shares in the RTE cereals market, by value and volume, 2016/17 and 2017/18

Figure 20: Leading manufacturers' sales and shares in the UK RTE cereals market, by value and volume. 2016/17-2017/18

PepsiCo retains top position in hot cereals

Figure 21: Leading brands' sales and shares in the UK hot cereals market, by value and volume, 2016/17-2017/18

Figure 22: Leading manufacturers' sales and shares in the UK hot cereals market, by value and volume, 2016/17-2017/18

Launch Activity and Innovation`

Sugar reduction central to NPD

Kellogg's cuts sugar in 2018

Nestlé Cereal Partners sets targets for end of 2018

L/N/R sugar claims leap ahead

Figure 23: Examples of breakfast cereal launches making no added sugar claims, 2018

Low/reduced sugar claims remain rare

Figure 24: Examples of breakfast cereal launches making low sugar claims, 2018

W.K. Kellogg range hopes to tap into interest in plant-based foods

Figure 25: Products from the new W.K. Kellogg breakfast cereals range, 2018

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Protein launches are a continuing theme

Figure 26: Examples of breakfast cereal launches making high/added protein claims, 2017 and 2018

Free-from claims increase again in first half of 2018

Brands continue to dominate free-from launches

Figure 27: Examples of breakfast cereal launches making gluten-free claims, 2017 and 2018

Expanding choice of flavours

Established brands widen their ranges

Figure 28: Examples of new flavours in breakfast cereal launches, 2017 and 2018

New flavours range from dessert themes to vegetables

Figure 29: Examples of new flavours and ingredients in breakfast cereal launches, 2017 and 2018

Jordans launches Grin-ola - its first kids' range

Figure 30: Examples of children's breakfast cereal launches, 2017

Kellogg's doubling vitamin D in its cereals

Breakfast drinks competing with cereals

Figure 31: Examples of breakfast drink launches, 2017 and 2018

Advertising and Marketing Activity

10% increase in 2017 advertising spending

Figure 32: Total above-the line, online display and direct mail advertising expenditure on breakfast cereals, 2014-18

Kellogg's increases advertising

'Perfect bowl' campaign for Kellogg's Corn Flakes

Crunchy Nut focuses on unusual eating situations

Special K spotlights powering women every day

Marketing support for new W.K. Kellogg range focuses on 'plant power'

Figure 33: Total above-the line, online display and direct mail advertising expenditure on breakfast cereals, 2014-18

Nestlé reduces spending on Shredded Wheat and Shreddies

Cheerios promotes nutritious breakfasts for kids

Shreddies strikes a humorous tone

Quaker Oats puts biggest focus on Oat So Simple

Weetabix increases adspend

'Have you had your Weetabix?' strapline returns

Alpen puts focus on authentic Alpine roots

Nielsen Ad Intel coverage

Brand Research

Brand map

Figure 34: Attitudes towards and usage of selected brands, June 2018

Key brand metrics

Figure 35: Key metrics for selected brands, June 2018

Brand attitudes: Weetabix and Kellogg's Corn Flakes the most trusted brands

Figure 36: Attitudes, by brand, June 2018

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Report Price: £1995.00 | \$2693.85 | €2245.17

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Brand personality: Cheerios seen as the most fun brand

Figure 37: Brand personality – macro image, June 2018

Kellogg's Corn Flakes and Quaker Oats deemed most traditional brands

Figure 38: Brand personality – micro image, June 2018

Brand analysis

Weetabix stands for quality and good value

Figure 39: User profile of Weetabix, June 2018

Quaker Oats has strongest association with health and wellbeing

Figure 40: User profile of Quaker Oats, June 2018

Kellogg's Corn Flakes is widely seen as a traditional and accessible brand

Figure 41: User profile of Kellogg's Corn Flakes, June 2018

Natural image is a key strength of Jordans

Figure 42: User profile of Jordans, June 2018

Perceptions of being healthy and natural are key strengths for Alpen

Figure 43: User profile of Alpen, June 2018

Cheerios seen most widely as a fun brand

Figure 44: User profile of Cheerios, June 2018

Special K seen widely as caring for health and wellbeing

Figure 45: User profile of Special K, June 2018

Shreddies' strengths are being a fun, family brand

Figure 46: User profile of Shreddies, June 2018

The Consumer – What You Need to Know

Vast majority of people eat breakfast cereals

Plain cereal is most popular individual type

Half of users eat cereal most days

Consumers are looking for less sugar in cereals

Other nutritional benefits also important

Strong interest in on-the-go and snack packs

Adding variety to cereal through pots of toppings

Cereals as an energy boost or guilt-free treat

Many people add extra ingredients to breakfast cereal

Breakfast cereals enjoy strong overall perceptions

Usage of Breakfast Cereals

Vast majority of people eat breakfast cereals

Figure 47: Usage of breakfast cereals, by type, June 2018

Women more likely to eat porridge/oats than men

Plain cereal is the most popular individual type

Figure 48: Variants of breakfast cereals typically eaten, June 2018

Convenient formats are well established in porridge/oats

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Figure 49: Formats of porridge/oats typically eaten, June 2018

Frequency of Eating Breakfast Cereals

Half of users eat cereals most days

Figure 50: Frequency of eating breakfast cereals, June 2018

Porridge/oats eaten less frequently

Attributes Deemed Important for Breakfast Cereals

Consumers are looking for less sugar in cereals

NPD leaps ahead, fuelled by no added sugar claims

Figure 51: Attributes looked for on packaging when choosing breakfast cereals, June 2018

High fibre looked for by four in 10 eaters of cereals

Other nutritional benefits also important

Interest in Breakfast Cereals Products

Strong interest in on-the-go and snack packs

Interest bodes well for cereals to stay on the menu for out-of-home breakfast

Figure 52: Interest in breakfast cereals products, June 2018

Adding variety to cereal through pots of toppings

More than a fifth are drawn to toppings

Scope to better leverage in-store positioning

Custom-made cereal interests 19%

Behaviour and Preferences

Breakfast cereals are seen widely as an energy boost and guilt-free treat

Low perception of cereals as snacks

Cereals enjoy a strong treat image

Figure 53: Behaviours and preferences related to breakfast cereals, June 2018

Many people add extras to breakfast cereal

Need for more excitement for the weekend

Speed is of the essence for much of the week

Qualities Associated with Breakfast Cereals

Breakfast cereals enjoy strong overall perceptions

Figure 54: Correspondence analysis of qualities associated with different types of breakfast cereals, June 2018

Muesli seen most widely as source of vitamins and minerals

Porridge seen as best for keeping you full for longer

Figure 55: Qualities associated with different types of breakfast cereals, June 2018

Methodology

Correspondence analysis is a statistical visualisation method for picturing the associations between rows (image, attitudes) and columns (brands, products, segments, etc.) of a two-way contingency table. It is generally used to display information in a complex crosstab (eg attitudes related to a certain product or images consumers associate with a brand) in a joint space that is easy to understand by simply interpreting proximities. The significance of the relationship between a brand or product for instance and its associated image is measured

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using the Chi-square test. If two objects have similar response patterns regarding their perceived images/attitudes, they are assigned similar scores on underlying dimensions and will then be displayed close to each other in the perceptual map.

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size, Segmentation and Forecast

Figure 56: UK retail volume sales of breakfast cereals, 2013-23

Figure 57: Best- and worst-case forecast of total UK retail value sales of breakfast cereals, 2018-23

Figure 58: Best- and worst-case forecast of total UK retail volume sales of breakfast cereals, 2018-23

Figure 59: UK retail volume sales of RTE cereals, 2013-23

Figure 60: Best- and worst-case forecast of total UK retail value sales of RTE cereals, 2018-23

Figure 61: Best- and worst-case forecast of total UK retail volume sales of RTE cereals, 2018-23

Figure 62: UK retail volume sales of hot cereals, 2013-23

Figure 63: Best- and worst-case forecast of total UK retail value sales of hot cereals, 2018-23

Figure 64: Best- and worst-case forecast of total UK retail volume sales of hot cereals, 2018-23

Forecast methodology

Appendix – Launch Activity and Innovation

Figure 65: New product launches in the UK breakfast cereals market, by claim (sorted by 2017), 2014-18

Figure 66: New product launches in the UK breakfast cereals market, by company (sorted by 2017), 2014-18

Figure 67: New product launches in the UK breakfast cereals market, by branded and private label, 2014-18

Figure 68: New product launches in the UK breakfast cereals market, by sub-category, 2014-18

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