

## Hot and Cold Cereal - US - October 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The cereal category is plagued with struggles, largely an impact of falling cold cereal segment sales. Yet, the category enjoys nearly universal participation, suggesting that any attrition is in consumption frequency or volume, not overall category participation. Frequency can be strengthened by accentuating the dichotomy and versatility of the category."

- **Michael Averbook, Food & Drink Analyst**

This report looks at the following areas:

- Hot cereal gains can't offset cold struggles
- Category penetration remains high while portions consumed drops
- Everyday consumption is lacking
- Consumers unreceptive to healthy initiatives
- Young adults, parents are the means to occasion expansion
- Diverse category offers something for everyone, every mood
- Convenience of cereal outweighs any negatives for parents

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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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