

## Hot and Cold Cereal - US - September 2019

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

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"The hot and cold cereal category continues to experience consistent declines, hitting a five-year sales low of \$10.3 billion in 2019 following a modest 1% decrease from 2018."

- Kaitlin Kamp, Food & Drink Analyst

This report looks at the following areas:

- Cereal sales continue to decline
- Non-parents less engaged in the category
- Consumers' health expectations at breakfast may be unattainable for the category

The cold segment dominates cereal sales, and its performance largely influences category success or lack thereof, to no avail of hot cereal's stability. Growth in the category will rely on moving past the breakfast occasion, embracing indulgence where applicable and holistic wellness innovation in less-indulgent segments.

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