

Breakfast Cereals - UK - August 2019

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“Sugar remains the key challenge faced by the category. While the vast majority of users would like to see the sugar content reduced in their favourite breakfast cereals, reformulation is not without risk. Steps to get consumers actively involved in reformulation hold potential to reduce the risk of backlash.”

- Anita Winther, Food & Drink Analyst

This report looks at the following areas:

- Gut health messages hold potential for the category
- Green packaging initiatives resonate
- High level of openness towards reduced-sugar recipes

The category can also look to mine healthy characteristics to polish its image, these seen to make sweet cereals a permissible choice for many consumers. Functionality sparks widespread demand, and supporting gut health or brain function in particular should help drive differentiation.

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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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