

Breakfast Cereals - UK - February 2010

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What is this report about?

The UK breakfast cereal market was valued at an estimated £1.5 billion in 2009, having increased by 11.8% between 2007 and 2009. Rising raw material prices put increased pressure on manufacturers who saw their costs increase. Retailers have, however, been reluctant to pass on many of these cost increases to consumers.

Breakfast is an important meal in the day, and breakfast cereals are a popular choice especially as they are seen as a healthy and convenient breakfast option. New product launches have continued to vitalise the market offering consumers more choice with both healthy and indulgent product launches. The hot breakfast cereal market has performed well, however, cold cereals still account for a greater share of the market.

What have we found out?

- Just over 9m consumers have a wide selection (ie four or five) of breakfast cereals in their cupboards, principally but not exclusively multigrain-based recipes, low fat, children's or honey based cereals.
- Health considerations are the top priority when choosing a breakfast cereal, with 43% of consumers checking the amount of sugar in their cereal.
- Buying a cereal that their whole family can eat is an important purchase consideration for 8.5m consumers.
- Almost 24% consumers claim to only buy branded cereals, but 26% feel there is no difference between own label and branded cereals.
- Consumers seek variety in their breakfast cereals, especially as almost 15m claim to get bored of eating the same cereal everyday.
- Retailers should make better use of cross-branding opportunities between breakfast cereals, fruits and yogurts; 6m consumers eat their cereals with fresh fruit or yogurt.

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
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