

Breakfast Cereals - UK - August 2012

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"The breakfast cereals market has remained largely unchanged in terms of packaging for decades. Yet with almost eight in ten consumers interested in buying a cereal with resealable packaging there is considerable unmet demand for packaging solutions which will keep cereals fresher for longer. There is an opportunity for cereal manufacturers to implement a resealable feature which is functional, reliable and – most importantly – cost-effective to differentiate themselves from the rest of the market."

– Emma Clifford, Senior Food Analyst

In this report we answer the key questions:

- How is competition from other foods impacting upon the cold cereals market?
- What key innovation trends are shaping the market?
- Is the market responding adequately to consumers' demand for healthier cereals?
- How can packaging innovation tap into the demand for freshness?
- How is social media impacting upon the breakfast cereals market?

Breakfast cereals have been a longstanding cornerstone to the British breakfast occasion and the category is upheld by a number of iconic brands. As such, penetration is high; nine in ten consumers eat breakfast cereals and their popularity transcends all ages and socio-economic groups. Product innovation is rife, making this a dynamic and highly competitive marketplace.

This report looks at the breakfast cereal market in 2012, analysing what cereals consumers buy, what factors they look for when choosing cereals and their attitudes towards these products.

For the purposes of this report, breakfast cereals are segmented into cold ready-to-eat (RTE) cereals and hot cereal products. The former group comprises any cereals that are served without heating them, such as corn flakes or muesli and include ready-to-serve snack packs such as Rumlbers and Kellogg's To Go. The hot cereal segment consists of porridge, oatmeal and instant hot oat products.

Cereal bars (eg Masterfoods' Tracker) and other breakfast products (such as Kellogg's Pop Tarts) are excluded from the scope of this report (cereal bars are covered in Cereal, Energy and Snack Bars – UK, February 2012), but reference to them is made in the light of continued developments in these areas.

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