

Breakfast Cereals - UK - August 2013

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“Considering the widespread associations of protein and building muscle, protein-focused recipes could also help to boost usage of cereals before or after exercising, with usage on these occasions so far remaining niche.”

– Heidi Lanschützer, Food and Drink Analyst

In this report we answer the key questions:

- How can the RTE cereal market drive usage beyond the traditional breakfast occasion?
- Do manufacturers need to further increase their efforts to improve the market's health image?
- Is there scope for using natural sweeteners in breakfast cereals?
- What measures can be taken to attract more young people to the porridge market?

With nine in ten (92%) consumers having eaten breakfast cereals in the past six months, they can comfortably be called a household staple in the UK, their popularity transcending all ages and socio-economic groups. Given the maturity of the market, product innovation is rife, making this a dynamic and highly competitive marketplace.

Valued at £1.6 billion, sales of breakfast cereals achieved growth of 4% in 2012, while volumes declined by 1%. This value/volume dichotomy reflects the pressure the market is facing from rising input costs.

Accounting for an estimated 85% of value sales in 2012, RTE cereals determine the fortunes of the overall market. The segment continues to see volumes falling, largely as a result of the growing competition from breakfast alternatives (eg breakfast biscuits, cereal bars, pastries) as well as due to consumers switching to porridge. In fact, the hot cereal segment has flourished in recent years as it has successfully tapped into the rising consumer demand for more convenient breakfast options with the portable instant pot format.

This report looks at the breakfast cereals market in 2012/13, analysing what cereals consumers buy, what factors they look for when choosing cereals and their attitudes towards these products.

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