

Breakfast Cereals - UK - August 2014

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“While manufacturers have reformulated their cereal recipes over the years, only three in 10 users think cold breakfast cereals are healthier than they used to be. This may reflect companies being wary of a consumer backlash against any changes to the taste profile of their products.”

– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- Alternative sweeteners provide a route to overcoming negative perceptions of flavoured cereals in terms of their high sugar content
- Innovation can attract more young people to the porridge market
- Innovation in breakfast cereal packaging and formats can help to add value to the category

Breakfast cereals are the cornerstone of the breakfast occasion in the UK – the meal commonly touted as the most important of the day.

However, volume sales are in long-term decline, owing to the troubles of the ready-to-eat breakfast cereal segment. Intensifying competition from alternative breakfast options – particularly those which have successfully tapped the on-the-go trend in the food industry – has eroded sales. Health concerns have also dampened demand for these products. The escalating sugar debate in 2014 likely to have had the biggest impact on flavoured cereals given that almost half of adults deem these products to be too high in sugar.

Meanwhile, the value of the hot cereals market has soared in recent years. This is largely thanks to the healthy and filling image of porridge, with the porridge pot format catering to younger consumers’ love of convenience and in particular the popularity of “deskfast”.

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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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