

Breakfast Cereals - UK - September 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Overall average retail prices were rising between 2010 and 2013 but owing to the rise in popularity of the discount supermarkets and bargain stores there has been deflation in the market over the last two years. Consumers' breakfast habits are changing, with a wider variety of foods available, providing enticement away from the traditional breakfast of cereal/porridge and toast."

- Amy Price, Senior Food & Drink Analyst

This report looks at the following areas:

- Catering to the more adventurous breakfast eater should help to stem the decline in sales
- Interest in fortification and tummy health provides an incentive to NPD and communication around these issues
- A greater adoption of alternatives such as stevia could alleviate concerns on sugar

This report examines the UK retail market for breakfast cereals and excludes sales through foodservice channels.

For the purposes of this report, breakfast cereals are segmented into ready-to-eat (RTE) cereals and hot cereal products. The former 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 Nature Valley's Crunchy) and other breakfast products (such as Kellogg's Pop Tarts) are excluded from the scope of this report, but reference to them is made where relevant in the light of their role as competing products.

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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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