

## **India Breakfast Cereals Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 80 pages | Mordor Intelligence

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### **Report description:**

Indian breakfast cereals market is expected to witness a CAGR of 8.2% during the next five years.

Cereals have always been a major part of the Indian breakfast, and the breakfast cereals market is growing in India. Breakfast cereal manufacturers are using the nutritional plank as a growth strategy. People's lifestyles are changing with increasing spending power and a higher need for convenience. These factors have encouraged Indians to choose breakfast cereals, especially in urban areas. Oats have emerged as the fastest-growing subcategory in the last few years. Also, the entry of Marico with its Saffola Oats and Pepsico with Quaker oats made its cereals mainstream.

Market players are creating innovative breakfast cereals with different flavors and ingredients and attracting consumers. The Government of India has taken the initiative to educate people about the importance of cereals in daily diets. The government is collaborating with major players in the market and running campaigns through online platforms. For instance, in March 2021, Pepsico India, in collaboration with United Way Delhi, launched an awareness program about a nutritious diet and the importance of whole grains. Increasing disposable incomes, the requirement for nutrition, and consumer preferences are driving the market in India.

### **India Breakfast Cereals Market Trends**

#### **Increasing Growth of Hot Cereal Meals**

The Indian market for muesli, granola, and hot cereal products is rapidly growing. Hot cereals include oats, oat bran, wheat bran, and porridge. Indian consumers prefer hot breakfasts. Hence, the hot cereal category is growing much faster than ready-to-eat cereals. Among hot cereals, oats have gained high acceptance and popularity due to consumers' awareness of the health benefits of whole grains. India is a large market with growing middle-income ground double-income households. It holds great potential for the breakfast cereal market, which must provide healthy, convenient, and tasteful options.

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Constant innovation by companies and the mushrooming of startups are increasing the market size of the breakfast cereal category. For instance, in July 2022, Tata Consumer Products launched Tata Soulful Masala Oats + made with wholegrain oats and traditional Indian millets like Navane and Jowar. During the pandemic, due to COVID-19 restrictions, the consumption of packaged food increased in the country. However, the rising awareness about a healthy diet is expected to drive the market in the forecast period.

#### Product Innovation as Per the Local Taste Preferences

Breakfast cereal manufacturers have continuously put up efforts and are constantly striving to create products that appeal to Indian preferences and palates. Indians love to have a little spicy food. Hence, they require their breakfast to be tasty and spicy. Because of the unique requirements of consumers in India, the market players are launching the product with new innovative ideas. For instance, in September 2021, Parle Agro entered the breakfast cereal segment with the launch of its new product, Hide & Seek Fills. The company aims to produce nutritious cereals and strengthen its product portfolio for consumers of all ages. Also, breakfast cereals for kids are available in the market with chocolate flavors and the goodness of cereals.

The market players are also conducting campaigns in collaboration with the government to make people aware of the importance of whole grains in their diet. Indian consumers spend a busy lifestyle with less time to have proper meals. Therefore, the market players are preparing instant products which consume less time and give proper nutrition. For instance, in September 2022, Kellogg's launched new instant cereal bowls that can be eaten by adding cold water.

#### India Breakfast Cereals Market Competitor Analysis

The breakfast cereals market is competitive, with many domestic and global players competing for market share. Some major players in the Indian breakfast cereals market are Kellogg Co., Nestle, PepsiCo, Bagrry's India Ltd, and Marico. Kellogg's fruitloops, Kellogg's raisin bran, Quaker, Wheaties, Nestle fitness, and private brands are gaining attraction in the market. Kellogg's and Nestle top the chart in launching new products. New product launches, market expansion, partnerships, and acquisitions are the preferred strategic approaches most companies in the Indian cereals market adopt. The key market players are significantly investing in the R&D activities in the breakfast cereals market to introduce new and innovative variants to meet the emerging consumer demand for healthy and clean-label food products.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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