

## **Breakfast Cereals in the US**

Market Direction | 2023-11-20 | 25 pages | Euromonitor

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### **Report description:**

In 2022, hot cereals, and to a lesser extent muesli and granola, displayed the most resilience against the continued declines in retail volumes across breakfast cereals. Combining active on-the-go lifestyles with the aim of healthier eating, consumers were seen to favour options such as parfait cups, granola snacks, and overnight oats, amongst others. Consequently, consumers leaned on customisable breakfast cereals they could easily integrate throughout their day. This allowed brands to broaden...

Euromonitor International's Breakfast Cereals in USA report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Hot Cereals, RTE Cereals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Breakfast Cereals market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Unit price growth continues as tensions grow across the supply chain

Product development targets a nostalgic, but health-aspiring, consumer base

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Evolving consumer diets will lead to further scrutiny of ingredients

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