

Breakfast Cereals in the United States

Industry Report | 2024-06-07 | 45 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Breakfast Cereals in the United States

Summary

Breakfast Cereals in the United States industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The breakfast cereals market consists of retail sales of hot cereals and ready-to-eat cereals. Hot cereals segment consists of traditional products (e.g. porridge oats), instant mixes and ready-to-heat products. Ready-to-eat cereals segment consists of children's breakfast cereals and family breakfast cereals such as, flakes, muesli and other RTE cereals. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2023 exchange rates.
- The US Breakfast cereals market had total revenues of \$12,533.0 million in 2023, representing a compound annual growth rate (CAGR) of 3.4% between 2018 and 2023.
- Market consumption volume increased with a CAGR of 1.3% between 2018 and 2023, to reach a total of 1,762.7 million kilograms in 2023.
- The performance of the market is forecast to decelerate, with an anticipated CAGR of 2.8% for the five-year period 2023 - 2028, which is expected to drive the market to a value of \$14,395.1 million by the end of 2028.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the breakfast

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

cereals market in the United States

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the breakfast cereals market in the United States
- Leading company profiles reveal details of key breakfast cereals market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the United States breakfast cereals market with five year forecasts

Reasons to Buy

- What was the size of the United States breakfast cereals market by value in 2023?
- What will be the size of the United States breakfast cereals market in 2028?
- What factors are affecting the strength of competition in the United States breakfast cereals market?
- How has the market performed over the last five years?
- Who are the top competitors in the United States's breakfast cereals market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Market volume

1.4. Market volume forecast

1.5. Category segmentation

1.6. Geography segmentation

1.7. Market share

1.8. Market rivalry

1.9. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

3.2. Market volume

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

5.2. Market volume forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

7 Competitive Landscape

7.1. Market share

7.2. Who are the leading players in the US breakfast cereals market?

7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2018-2023)?

7.4. Which companies market shares have suffered over the same period?

7.5. What are the most popular brands in the US breakfast cereals market?

8 Company Profiles

8.1. Kellanova

8.2. General Mills Inc

8.3. PepsiCo Inc

8.4. Post Holdings Inc

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

Breakfast Cereals in the United States

Industry Report | 2024-06-07 | 45 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-04"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com