

Breakfast Cereals in the United Kingdom

Market Direction | 2024-11-07 | 24 pages | Euromonitor

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Report description:

In 2023, demand for breakfast cereals in the UK was severely impacted by inflationary pressures, primarily driven by the elevated costs of key raw materials such as wheat, sugar, and cocoa. The weak performance in volume sales was further exacerbated by the implementation of the HFSS regulation in October 2022, which limited the in-store and online presence of products classified as high in fat, sugar, and salt (HFSS) according to the government's nutrient profiling model. These regulations sign...

Euromonitor International's Breakfast Cereals in United Kingdom 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 2019-2023, 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 2028, 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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BREAKFAST CEREALS IN THE UNITED KINGDOM

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Cost increases slow yet volume sales suffer due to higher cost of living
HFSS regulation drives innovation towards healthier variants
Quaker and Fuel outperform category growth and gain share

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Indulgence and health to influence category's future growth
Players heavily invest in sustainability claims

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