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Global Collection



Global Breakfast Cereals

September 2019



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Table of Contents

1. Highlights	3
2. Global Overview & Forecasts	6
Demand by Product	6
Demand by Distribution Channel	7
Trends Impacting Breakfast Cereal Consumption	8
Americanization of the Global Diet	8
Shifting Western Dietary Preferences	8
Generational Marketing Trends	9
Sustainability	11
E-Commerce	11
Consumer Demand for Convenience	11
Popularity of Snacking	12
Products That Replicate the Home Experience	12
Breakfast Cereal Innovations	13
Overnight Oatmeal	13
Functional Cereals	13
Hemp & Cannabidiol (CBD)	13
High Protein Cereals – Influence of Paleo, Grain-Free, & Keto Diets	13
Healthy Kid-Friendly Cereals	14
New Flavor Varieties in Classic Cereals	14
Breakfast Cereal Spin-Offs: Integrating Cereal with Other Food Products	14
3. Regional Segmentation & Forecasts	15
Regional Demand Overview	15
North America	17
Latin America	18
Europe	19
Asia/Pacific	20
Africa/Mideast	21
4. About This Report	22
Scope	22
Sources	22
Industry Codes	23
Resources	24

List of Tables & Figures

Figure 1 Global Breakfast Cereal Market Outlook, 2018 – 2023	5
Figure 2 Global Breakfast Cereal Demand by Region, 2010 – 2023 (US\$ bil)	15
Table 1 Global Breakfast Cereal Demand by Region, 2010 – 2023 (US\$ bil)	15
Figure 3 Global Breakfast Cereal Demand by Region, 2010 – 2023 (%)	16
Table 2 NAICS & SIC Codes Related to Breakfast Cereal	23
Table 3 HS Codes Related to Breakfast Cereal	23

About This Report

Scope

This report forecasts to 2023 global demand for breakfast cereals by world region in nominal US dollar terms. Major world regions include:

- North America
- Latin America
- Europe
- Asia/Pacific
- Africa/Mideast

To illustrate historical trends, world and regional demand are provided for 2010, 2013, and 2018.

Breakfast cereals within the scope of this report include processed cereal grains sold as either ready-to-eat or hot cereals. Unprocessed cereals and flours, as well as foods that contain breakfast cereals (such as cereal bars), are excluded.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

A full outline of report items by page is available in the Table of Contents.

Sources

Global Breakfast Cereals (FW10065) is based on [Global Breakfast Cereals](#), a comprehensive industry study published by Packaged Facts. Analysis of breakfast cereal consumption draws on both primary and secondary sources. Primary sources include surveys of breakfast items available in key geographic markets. Secondary sources largely draw on business and consumer publications discussing consumer eating behaviors and food preferences, as well as company annual reports and government filings.

About This Report

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 2 | NAICS & SIC Codes Related to Breakfast Cereal

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
311211	Flour Milling	2041	Flour and Other Grain Mill Products
311230	Breakfast Cereal Manufacturing	2043	Cereal Breakfast Foods
424490	Other Grocery and Related Products Merchant Wholesalers	5149	Groceries and Related Products, NEC
445110	Supermarkets and Other Grocery (except Convenience) Stores	5411	Grocery Stores

Source: US Census Bureau

Table 3 | HS Codes Related to Breakfast Cereal

HS Code	Definition
1904	Prepared foods obtained by swelling or roasting cereals or cereal products (e.g. corn flakes); cereals (other than maize (corn)) in grain form or in the form of flakes or other worked grains (not flour and meal), pre-cooked or otherwise prepared, nec

Source: United Nations Statistics Division

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Resources

Packaged Facts

Global Breakfast Cereals

Global Food E-Commerce

U.S. Beverage Market Outlook 2019

U.S. Food Market Outlook 2019

The Freedonia Group

Freedonia Industry Studies

Commercial Refrigeration Equipment in the US

Food & Beverage Natural Colors Market in the US

Food Containers in the US

Food Safety Products in the US

Global Cups & Lids

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Global E-Commerce Packaging

Global Food Processing Machinery

Pouches in the US

Retail E-Commerce Packaging Market in the US

Retail-Ready Packaging

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Dairy Products: United States

Demographics: United States

Dough, Dry Pasta, & Tortillas: United States

Fresh Produce Retail: United States

Frozen Foods Retail: United States

Global Demographics

Grain-Based Foods: United States

Nutritional Bars & Shakes: United States

Processed Food: United States

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FoodNavigator-USA

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