Breakfast Cereal Market in the US 2014-2018

Description: About Breakfast Cereals

Breakfast cereal is a food made from processed grains such as wheat, rice, oats, or fruits and is often eaten as the first meal of the day. It is available in both cold and hot format and can be consumed dry and in combination with milk, water, and yogurt. The US is the largest market for breakfast cereals worldwide as it is the place where the concept of cereals originated. Most of the consumers in the US eat cereal with milk and occasionally with fruits. Cereals are consumed in 90 percent of the families and 97 percent of the families with kids in the US, which signifies the penetration level of the product. There are many natural and organic cereals brands available in the market in the US.

The analysts forecast the Breakfast Cereals market in the US to grow at a CAGR of 2.45 percent over the period 2013-2018.

Covered in this Report
In terms of type, the Breakfast Cereals market in the US can be segmented into two: Ready-to-eat (RTE) Cereals and Hot Cereals. To calculate the market size, the report considers the revenue generated from the retail sales of various breakfast cereals.

The report, the Breakfast Cereals Market in the US 2014-2018, has been prepared based on an in-depth market analysis with inputs from industry experts. The report includes the landscape of the Breakfast Cereals market in the US and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key Regions
- US

Key Vendors
- General Mills
- Kellogg's
- PepsiCo
- Post Holdings

Other Prominent Vendors
- Back to Nature Foods
- Barbara's
- Bob's Red Mill Natural Foods
- Food For Life Baking
- Golden Temple Of Oregon
- McKee Foods
- MOM Brands
- The Hain Celestial Group
- Udi's Granola
- US Mills
- Weetabix Food
- Weight Watchers International

Key Market Drivers
- Health-conscious Population
- For a full, detailed list, view this report

Key Market Challenges
- Decline in Birth Rates
- For a full, detailed list, view this report

Key Market Trends
- Increased Demand from Hispanic Population
For a full, detailed list, view this report

Key Questions Answered in this Report
- What will the market size be in 2018 and what will the growth rate be?
- What are the Key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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