Description: The need for convenience and busy schedules of people has been propelling the processed food industry, which includes breakfast cereals. Developed nations already have breakfast cereals as part of their regular course of meals. Increasing per capita income in developing countries is further giving the breakfast cereal industry a new dimension to look for. However, the breakfast cereals market in developed economies tends to saturate mainly due to the search for other traditional breakfast as well as some on-the-go breakfast alternatives such as cereal bars.

The saturating market is compensated with growing breakfast cereals markets in Asia as well as some of the countries in Latin America. Some of the markets such as China and India offer high growth potential due to their large population. People in these countries are including breakfast cereals in their regular meals due to changing food habits. Breakfast cereals are broadly marketed under two segments: RTE cereals and Hot cereals. The market for RTE cereals is much bigger as compared to that of Hot breakfast cereals.

The major restraint for the breakfast cereals market is manufacturers facing the issue of raw material procurement due to environment-related concerns. This includes the procurement of palm oil, one of the basic ingredients used in the processing of breakfast cereals. While increasing numbers of convenience stores in developing economies is accelerating the breakfast cereals market, rising commodity and energy prices are emerging as key concerns. The shift in consumer trend towards various alternatives, such as fruits, toasts and eggs and time saver snacks such as cereal bars, is emerging as yet another restraint for the breakfast cereals market.

Special emphasis on healthy living has prompted market players to introduce new products, which suit all age groups and lifestyles. International players in breakfast cereals market are also focusing on reformulating their products by replacing harmful hydrogenated fat and oils with healthier ingredients such as fiber and fruits. Demand for gluten-free cereals has increased in the market, especially in North America and Europe. There also has been an increase in demand for whole-grain cereals worldwide.

Kellogg's is the global market leader in breakfast cereals market, while General Mills and PepsiCo are the other key players. The breakfast cereals market is dominated by top three players that control over 50% of the market. Their influence in the global breakfast cereals market is increasing due to established brands, knowledge for innovation and economies of scale. Among other players, Cereal Partners Worldwide (CPW), a joint venture company between General Mills and Nestle, has grown multifold and is expanding at a faster rate.

The report is a study of the global breakfast cereals market, its present and forecast positions. It discusses factors affecting market movements, changing consumer tastes and trends. It also elaborates companies’ planning and strategies for growth, including their investment plans and new product launches.

The report includes a competitive landscape section to map the competitive position of companies based on maturity and growth of the breakfast cereals market in several regions. Company profiles are included at the end of the report. These cover company overview, product and services, financial overview and the latest strategic developments of the company.

Contents: Chapter 1 Preface

1.1 Report Description

1.2 Scope and Definition

1.2.1 Product segments covered in the report

1.2.2 Regions covered in the report
1.3 Research Methodology

Chapter 2 Market Synopsis

Chapter 3 Porter’s Five Forces Analysis
  3.1.1 Bargaining power of suppliers
  3.1.2 Bargaining power of buyers
  3.1.3 Threat of new entrants
  3.1.4 Threat from substitutes
  3.1.5 Degree of competition

Chapter 4 Industry Overview
  4.1 Introduction
  4.2 Market Drivers
    4.2.1 Fast growth in Asia Pacific breakfast cereal market to drive the global market
    4.2.2 Growing number of convenience stores are increasing brand visibility and changing breakfast habits in emerging markets
  4.3 Market Restraints
    4.3.1 Sourcing of palm oil is developing into big threat for cereals manufacturers
    4.3.2 Availability of alternative breakfast options undermines market growth
  4.4 Opportunities
    4.4.1 New tastes and new consumer groups offer market growth opportunities
  4.5 Key Challenges
    4.5.1 Expensive production of gluten-free products is expected to increase production cost
    4.5.2 Rising energy and commodity prices pose a big challenge for the market

Chapter 5 Market Size and Forecast by Product

Chapter 6 Market Size and Forecast by Region
  6.1 North America
    6.1.1 The U.S.
      6.1.1.1 Market Overview
      6.1.1.2 Competitive Landscape
    6.1.2 Canada
      6.1.2.1 Market Overview
      6.1.2.2 Competitive Landscape
    6.1.3 Mexico
6.1.3.1 Market Overview
6.1.3.2 Competitive Landscape

6.2 Europe
6.2.1 The U.K.
   6.2.1.1 Market Overview
   6.2.1.2 Competitive Landscape
6.2.2 Germany
   6.2.2.1 Market Overview
   6.2.2.2 Competitive Landscape
6.2.3 France
   6.2.3.1 Market Overview
   6.2.3.2 Competitive Landscape
6.2.4 Italy
   6.2.4.1 Market Overview
   6.2.4.2 Competitive Landscape
6.2.5 Spain
   6.2.5.1 Market Overview
   6.2.5.2 Competitive Landscape

6.3 Asia Pacific
6.3.1 Australia
   6.3.1.1 Market Overview
   6.3.1.2 Competitive Landscape
6.3.2 Japan
   6.3.2.1 Market Overview
   6.3.2.2 Competitive Landscape
6.3.3 South Korea
   6.3.3.1 Market Overview
   6.3.3.2 Competitive Landscape
6.3.4 China
   6.3.4.1 Market Overview
   6.3.4.2 Competitive Landscape
6.3.5 India
6.3.5.1 Market Overview
6.3.5.2 Competitive Landscape

6.4 Rest of the World
6.4.1 Brazil
6.4.1.1 Market Overview
6.4.1.2 Competitive Landscape
6.4.2 Russia
6.4.2.1 Market Overview
6.4.2.2 Competitive Landscape
6.4.3 Turkey
6.4.3.1 Market Overview

Chapter 7 Competitive Scenario
7.1 Company market share
7.2 Company presence across different markets

Chapter 8 Company Profiles
8.1 Kellogg Co.
8.1.1 Company Overview
8.1.2 Products and Services
8.1.3 Financial Performance
8.1.4 Strategic Developments
8.2 General Mills
8.2.1 Company Overview
8.2.2 Products and Services
8.2.3 Financial Performance
8.2.4 Strategic Developments
8.3 PepsiCo.
8.3.1 Company Overview
8.3.2 Products and Services
8.3.3 Financial Performance
8.3.4 Strategic Developments
8.4 Cereal Partners Worldwide (CPW)
8.4.1 Company Overview
8.4.2 Products and Services
8.4.3 Financial Performance
8.4.4 Strategic Developments

8.5 Post Holdings
8.5.1 Company Overview
8.5.2 Products and Services
8.5.3 Financial Performance
8.5.4 Strategic Developments

8.6 The Weetabix Food Company
8.6.1 Company Overview
8.6.2 Products and Services
8.6.3 Financial Performance
8.6.4 Strategic Developments

List of Tables
TABLE 1 Global breakfast cereals market snapshot, 2012 & 2019
TABLE 2 Drivers for breakfast cereals market: Impact Analysis
TABLE 3 Restraints for breakfast cereals market: Impact Analysis
TABLE 4 Global breakfast cereals market size, by segment, 2010-2012 (Million Kg)
TABLE 5 Global breakfast cereals market size, by segment, 2013-2019 (Million Kg)
TABLE 6 Global breakfast cereals market size, by segment, 2010-2012 (USD million)
TABLE 7 Global breakfast cereals market size, by segment, 2013-2019 (USD million)
TABLE 8 North America breakfast cereals market size by segment, 2010-2012 (Million Kg)
TABLE 9 North America breakfast cereals market size by segment, 2013-2019 (Million Kg)
TABLE 10 North America breakfast cereals market size by segment, 2010-2012 (USD million)
TABLE 11 North America breakfast cereals market size by segment, 2013-2019 (USD million)
TABLE 12 The U.S. breakfast cereals market size by segment, 2010-2012 (Million Kg)
TABLE 13 The U.S. breakfast cereals market size by segment, 2013-2019 (Million Kg)
TABLE 14 The U.S. breakfast cereals market size by segment, 2010-2012 (USD million)
TABLE 15 The U.S. breakfast cereals market size by segment, 2013-2019 (USD million)
TABLE 16 Canada breakfast cereals market size by segment, 2010-2012 (Million Kg)
TABLE 17 Canada breakfast cereals market size by segment, 2013-2019 (Million Kg)
<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 18</td>
<td>Canada breakfast cereals market size by segment, 2010-2012 (USD million)</td>
</tr>
<tr>
<td>Table 19</td>
<td>Canada breakfast cereals market size, by segment, 2013-2019 (USD million)</td>
</tr>
<tr>
<td>Table 20</td>
<td>Mexico breakfast cereals market size by segment, 2010-2012 (Million Kg)</td>
</tr>
<tr>
<td>Table 21</td>
<td>Mexico breakfast cereals market size by segment, 2013-2019 (Million Kg)</td>
</tr>
<tr>
<td>Table 22</td>
<td>Mexico breakfast cereals market size by segment, 2010-2012 (USD million)</td>
</tr>
<tr>
<td>Table 23</td>
<td>Mexico breakfast cereals market size by segment, 2013-2019 (USD million)</td>
</tr>
<tr>
<td>Table 24</td>
<td>Europe breakfast cereals market size by segment, 2010-2012 (Million Kg)</td>
</tr>
<tr>
<td>Table 25</td>
<td>Europe breakfast cereals market size by segment, 2013-2019 (Million Kg)</td>
</tr>
<tr>
<td>Table 26</td>
<td>Europe breakfast cereals market size by segment, 2010-2012 (USD million)</td>
</tr>
<tr>
<td>Table 27</td>
<td>Europe breakfast cereals market size by segment, 2013-2019 (USD million)</td>
</tr>
<tr>
<td>Table 28</td>
<td>U.K. breakfast cereals market size by segment, 2010-2012 (Million Kg)</td>
</tr>
<tr>
<td>Table 29</td>
<td>U.K. breakfast cereals market size by segment, 2013-2019 (Million Kg)</td>
</tr>
<tr>
<td>Table 30</td>
<td>U.K. breakfast cereals market size by segment, 2010-2012 (USD million)</td>
</tr>
<tr>
<td>Table 31</td>
<td>U.K. breakfast cereals market size by segment, 2013-2019 (USD million)</td>
</tr>
<tr>
<td>Table 32</td>
<td>Germany breakfast cereals market size by segment, 2010-2012 (Million Kg)</td>
</tr>
<tr>
<td>Table 33</td>
<td>Germany breakfast cereals market size by segment, 2013-2019 (Million Kg)</td>
</tr>
<tr>
<td>Table 34</td>
<td>Germany breakfast cereals market size by segment, 2010-2012 (USD million)</td>
</tr>
<tr>
<td>Table 35</td>
<td>Germany breakfast cereals market size by segment, 2013-2019 (USD million)</td>
</tr>
<tr>
<td>Table 36</td>
<td>France breakfast cereals market size by segment, 2010-2012 (Million Kg)</td>
</tr>
<tr>
<td>Table 37</td>
<td>France breakfast cereals market size by segment, 2013-2019 (Million Kg)</td>
</tr>
<tr>
<td>Table 38</td>
<td>France breakfast cereals market size by segment, 2010-2012 (USD million)</td>
</tr>
<tr>
<td>Table 39</td>
<td>France breakfast cereals market size, by segment, 2013-2019 (USD million)</td>
</tr>
<tr>
<td>Table 40</td>
<td>Italy breakfast cereals market size by segment, 2010-2012 (Million Kg)</td>
</tr>
<tr>
<td>Table 41</td>
<td>Italy breakfast cereals market size by segment, 2013-2019 (Million Kg)</td>
</tr>
<tr>
<td>Table 42</td>
<td>Italy breakfast cereals market size by segment, 2010-2012 (USD million)</td>
</tr>
<tr>
<td>Table 43</td>
<td>Italy breakfast cereals market size, by segment, 2013-2019 (USD million)</td>
</tr>
<tr>
<td>Table 44</td>
<td>Spain breakfast cereals market size by segment, 2010-2012 (Million Kg)</td>
</tr>
<tr>
<td>Table 45</td>
<td>Spain breakfast cereals market size by segment, 2013-2019 (Million Kg)</td>
</tr>
<tr>
<td>Table 46</td>
<td>Spain breakfast cereals market size by segment, 2010-2012 (USD million)</td>
</tr>
<tr>
<td>Table 47</td>
<td>Spain breakfast cereals market size by segment, 2013-2019 (USD million)</td>
</tr>
<tr>
<td>Table 48</td>
<td>Asia Pacific breakfast cereals market size by segment, 2010-2012 (Million Kg)</td>
</tr>
</tbody>
</table>
TABLE 81 Post Holdings Breakfast Cereals Product Line

List of Figures

FIG. 1 Global breakfast cereals market, 2010 – 2019 (USD Billion)
FIG. 2 Breakfast cereals market: Porter’s five forces analysis
FIG. 3 Global Maize and Soybean Price Trend, 2007 – 2012 (USD / Kg)
FIG. 4 Global breakfast cereals market share, 2012 and 2019, by region, (by value)
FIG. 5 The U.S. breakfast cereals market share by company (by value), 2012 – 2019
FIG. 6 The U.S. breakfast cereals market share by distribution channel, by value, 2012
FIG. 7 Canada breakfast cereals market share by company (by value) 2012 and 2019
FIG. 8 Canada breakfast cereals market share, by distribution channel, by value, 2012
FIG. 9 Mexico breakfast cereals market share by company (by value) 2012 and 2019
FIG. 10 Mexico breakfast cereals market share by distribution channel (by value) 2012
FIG. 11 U.K. breakfast cereals market share by company (by value) 2012 and 2019
FIG. 12 U.K. breakfast cereals market share by distribution channel (by value) 2012
FIG. 13 Germany breakfast cereals market share by company (by value) 2012 and 2019
FIG. 14 Germany breakfast cereals market share by distribution channel (by value) 2012
FIG. 15 France breakfast cereals market share by company (by value) 2012 and 2019
FIG. 16 France breakfast cereals market share by distribution channel (by value) 2012
FIG. 17 Italy breakfast cereals market share by company (by value) 2012 and 2019
FIG. 18 Italy breakfast cereals market share by distribution channel (by value) 2012
FIG. 19 Spain breakfast cereals market share by company (by value) 2012 & 2019
FIG. 20 Spain breakfast cereals market share by distribution channel (by value) 2012
FIG. 21 Australia breakfast cereals market share by company (by value) 2012 and 2019
FIG. 22 Australia breakfast cereals market share by distribution channel (by value) 2012
FIG. 23 Japan breakfast cereals market share by company (by value) 2012 and 2019
FIG. 24 Japan breakfast cereals market share by distribution channel (by value) 2012
FIG. 25 South Korea breakfast cereals market share by company (by value) 2012 and 2019
FIG. 26 South Korea breakfast cereals market share by distribution channel (by value) 2012
FIG. 27 China breakfast cereals market share by company (by value) 2012 and 2019
FIG. 28 China breakfast cereals market share by distribution channel (by value) 2012
FIG. 29 India breakfast cereals market share by company (by value) 2012 – 2019
FIG. 30 India breakfast cereals market share by distribution channel (by value) 2012
FIG. 31 Brazil breakfast cereals market share by company (by value) 2012 and 2019
FIG. 32 Brazil breakfast cereals market share by distribution channel (by value) 2012
FIG. 33 Russia breakfast cereals market share by company (by value) 2012 and 2019
FIG. 34 Russia breakfast cereals market share by distribution channel (by value) 2012
FIG. 35 Global market share, 2012, by company, by value
FIG. 36 Competition in the clustered markets
FIG. 37 Kellogg's Net Sales, 2010 – 2012 (USD Million)
FIG. 38 General Mills Net Sales, 2010 – 2012 (USD Million)
FIG. 39 PepsiCo. Net Sales, 2010 – 2012 (USD Million)
FIG. 40 CPW Worldwide Net Sales, 2010 – 2012 (USD Million)
FIG. 41 Post Holdings Net Sales, 2010 – 2012 (USD Million)
FIG. 42 The Weetabix Food Company Net Sales, 2010 – 2012 (USD Million)

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