Breakfast Cereals - Global Strategic Business Report

Description: This report analyzes the worldwide markets for Breakfast Cereals in US$ Million and Metric Tons by the following Segments: Hot Cereals, and Cold Cereals. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America.

Annual estimates and forecasts are provided for the period 2015 through 2022. Also, a six-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research.

Company profiles are primarily based on public domain information including company URLs. The report profiles 78 companies including many key and niche players such as -

Alara Wholefoods Ltd.
Attune Foods
AVEES Products India
Back to Nature Foods Company, LLC
Bobs Red Mill Natural Foods

Contents:
I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS
Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study

II. EXECUTIVE SUMMARY
1. MARKET OVERVIEW
Breakfast Cereals: Catering to Varied Needs of Diverse Cultures and Demographics
Market Snapshots
Despite Losing Shine as a Healthy Breakfast Option, Novel Eating/Storage Preferences Continue to Sustain Demand
Saturated North America Slowing Down Global Growth Rate
Emerging Markets Dictate Volume Consumption
Important Factors Sustaining Global Growth
Increasing Health-Consciousness among Consumers
Convenience
Increasing Impulse Purchases
Greater Options
Customization to Local Tastes
Hot Cereals Set to Revive Market
Competitive Landscape: A Look at Market Majors
Table 1: Leading Cereal Companies Worldwide (2015): Percentage Share Breakdown of Revenue for General Mills/Cereal Partners Worldwide, Kellogg, PepsiCo, Private Label, and Others (includes corresponding Graph/Chart)
Companies Move towards Digital Targeting

2. MARKET TRENDS, ISSUES & DRIVERS
Growing Preference for Healthy, Organic & All-Natural Cereals Drives Steady Market Demand
Organic and Whole Grain Based Cereals Witness Strong Market Penetration
Manufacturers Join Health and Wellness Bandwagon, Embrace Ancient Grains
Salt/Sugar/Fat-free Products Register Declining Demand
Excessive Levels of Sugar and Fat in Breakfast Cereals Raises Concern
Breakfast Cereal Innovations: Reinvigorating Market Growth
Rise of Vegetarianism Favors Market Adoption
Functional/Fortified Yogurts: Competing or a Complimentary Option?
Table 2: Yogurt Market Growth in Select Markets (2010-2015): Growth Estimates for Spoonable Yogurt Market in China, Germany, Ireland, South Africa, and UK (includes corresponding Graph/Chart)
Demand for Cereal Bars Gain Momentum, Benefits Market Expansion
Gluten-free Cereal: The New Buzzword
Ready to Eat Cereals (RTEC) Market Strive to Attract Fussy Millennials
RTEC for Children Gain Favorable Nutritional Profile, Bodes Well for Market Penetration
Table 3: Decreasing Sugar Content in Breakfast Cereals (2010, 2013 & 2015): Number of Cereals Containing < 9 grams of sugar, = 10 grams, and > 11 grams of sugar (includes corresponding Graph/Chart)
Manufacturers Target Children or Specific Adult Groups
Snack Foods to Cannibalize the Conventional Breakfast Cereals Market
Table 4: Global Per-Capita Consumption of Packaged Snack Food by Region/ Country (2015E): Per Capita Value Consumption (US$) for Asia-Pacific, Egypt, Europe, Latin America, Middle East/Africa, and North America (includes corresponding Graph/Chart)
Favorable Economic and Demographic Trends Strengthen Market Prospects
Ballooning Global Population Offers Lucrative Growth Opportunities
Table 5: World Population by Geographic Region (2000-2050) (in Millions) (includes corresponding Graph/Chart)
Child Population: A Weighty Demographic Driver
Table 6: Global Population of Children in the Age Group of 0-15 Years by Region (2015E): Less than 15 Years Population (in Millions) for Africa, Americas, Asia, Europe, and Oceania (includes corresponding Graph/Chart)
Table 7: Global Population of Less than 15 Years Children (2015E): Percentage of Less than 15 Years Population of the Total Population for Major Regions & Countries (includes corresponding Graph/Chart)
Expanding Urban Population Spurs Growth in RTEC Consumption
Table 8: World Urban Population in Thousands: 1950-2050P (includes corresponding Graph/Chart)
Table 9: Degree of Urbanization Worldwide: Urban Population as a % of Total Population by Geographic Region for the Years 1990, 2014 & 2050 (includes corresponding Graph/Chart)
Urbanization: A Megatrend Fueling Demand for RTEC in Emerging Economies
Select Mega-Urban Regions Worldwide (2035)
Table 10: Percentage of Urban Population in Select Asian Countries (2014 & 2050) (includes corresponding Graph/Chart)
Shrinking Family Size Favors Smaller Packaging of Cereals

3. PRODUCT OVERVIEW
Breakfast Cereals
A Historical Perspective
Breakfast Snacks
Breakfast Cereals by Type
Cold Cereals
Hot Cereals

4. PRODUCT LAUNCHES
Castlemil Launches Breakfast Cereal for Infants
Manjilas Group Launches Multi-grain Flakes Cereal
Nutribrix Launches Breakfast Biscuit and Rebrands to Nutri-Brex
General Mills Launches Tiny Toast in Blueberry and Strawberry Flavors
Lotus Fine Foods Launches Quinoa Cereal
Peace Cereal Launches Seven New Cereal and Granola Flavors
Nestlé Adds Gluten Free Rice Pops and Coco Rice cereals to GoFree™ Range
Kellogg's Launches Innovative Breakfast Choices
PepsiCo Expands Quaker Range with SuperGrains Products
Great Little Grains Launches New Cereal Packed in Board Tube
Kashi® Launches GOLEAN Clusters Cereal and Bars
Kellogg Launches gluten-free Corn Flakes and Special K in Australian Market
General Mills Launches Annie's Branded Cereals
Weetabix Launches New Weetabix Protein
Kellogg's to Launch Ancient Legends Range of Breakfast Cereals in the UK
Mondelēz International Launches belVita Breakfast Biscuits in China
Kellogg Australia Launches Improved Nutri-Grain Recipe
Kashi Brand Launches “Overnight Muesli” and Sweet Potato Cereal
Nestlé Launches FITNESS® Cereal with Enhanced Recipe in ME
Kellogg's Launches New Summer Cereals
Post Foods Launches Sherbet-Flavored Breakfast Cereal “Ice Cream Pebbles”
Gaia Launches Cereal Oats with Vegetables
Nestle Ghana Launches Milo “Nutrifill” RTEC
Mornflake Launches Choco-orange Cereal Squares
Peace Cereal Launches Supergrains Line in New Flavors
Kellogg's Teams up with Disney to Launch “Frozen” Cereal
Back to the Roots Launches Organic Stoneground Flakes
Kellogg's Introduces Single Price Point on its Price-Marked Cereal Range
Malt-O-Meal® Launches 2 New Cereals and Integrated Marketing Campaign
ThinkThin Expands Product Line to Include Protein & Fiber Hot Oatmeal
Pacific Foods Launches Organic Ready-To-Eat Steel-Cut Oatmeal
Post Foods Reintroduces Its Strawberry Honeycomb® Cereal
Post Foods Introduces 2 New Varieties to the Honey Bunches of Oats Range
Nestlé Launches its First Gluten-free Breakfast Cereal
Barbara’s Launches New Cereal Varieties
Weight Watchers® Launches RTEC
Ancient Harvest™ Launches Hot Breakfast Cereals
Kellogg Australia Launches Special K Nourish®
Kellogg’s® Launches Kellogg’s® Jif™ and New Rice Krispies®
YoCrunch Partners with Kellogg to Launch YoCrunch Cereal Bowl
Weetabix Launches Range of Breakfast Drinks

5. RECENT INDUSTRY ACTIVITY
Fazer Group Acquires Swedish Oats Company Frebaco
3TL Technologies Signs Agreement to provide Platform3 for Leading Cereal Brand
E. Flahavan & Sons Enters into Distribution Partnership with Source Atlantique
Kellogg Acquires Egypt's Mass Food Group
Heinz Merges with Kraft Foods to Form the Kraft Heinz Company
Post Holdings Completes Acquisition of MOM Brands
General Mills Completes Acquisition of Annie's
Associated British Foods Acquires Dorset Cereals

6. FOCUS ON SELECT GLOBAL PLAYERS
Alara Wholefoods Ltd. (UK)
Attune Foods (US)
AVEES Products India (India)
Back to Nature Foods Company, LLC (US)
Bob's Red Mill Natural Foods (US)
Food For Life Baking Co., Inc. (US)
General Mills Inc. (US)
Kellogg Company (US)
B&G Foods, Inc. (US)
mymuesli GmbH (Germany)
Mornflake Oats Limited (UK)
McKee Foods Corporation (US)
Nestlé S.A. (Switzerland)
Post Holdings, Inc. (US)
Post Foods, LLC (US)
MOM Brands Company, LLC (US)
Pristine (Malaysia)
Quaker Oats Company (US)
The Hain Celestial Group, Inc. (US)
The Jordans and Ryvita Company (UK)
The Weetabix Food Company (UK)
Weight Watchers International, Inc. (US)

7. GLOBAL MARKET PERSPECTIVE
Value Analytics
Table 11: World Recent Past, Current & Future Analysis for Breakfast Cereals by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets
Independently Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 12: World Historic Review for Breakfast Cereals by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets
Independently Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 13: World 14-Year Perspective for Breakfast Cereals by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)
Table 14: World Recent Past, Current & Future Analysis for Hot Breakfast Cereals by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 15: World Historic Review for Hot Breakfast Cereals by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 16: World 14-Year Perspective for Hot Breakfast Cereals by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)
Table 17: World Recent Past, Current & Future Analysis for Cold Breakfast Cereals by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 18: World Historic Review for Cold Breakfast Cereals by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 19: World 14-Year Perspective for Cold Breakfast Cereals by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)
Table 20: World Recent Past, Current & Future Analysis for Breakfast Cereals by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 21: World Historic Review for Breakfast Cereals by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets Independently Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 22: World 14-Year Perspective for Breakfast Cereals by Geographic Region
Percentage Breakdown of Volume Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East & Africa, and Latin American Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

III. MARKET

1. THE UNITED STATES

A. Market Analysis
The US: Largest Breakfast Cereals Market in the World Witness Trying Times
Young Millennials: A Lucrative Demographic Segment & the New Advertising Target
Technological and Government Initiatives Boosts Market Prospects
Competitive Landscape
Table 23: Leading Cold Breakfast Cereal Companies & Brands in the US (2016): Percentage Share of Revenue for Cheerios (General Mills), Cinnamon Toast Crunch (General Mills), Frosted Flakes (Kellogg), Honey Bunches of Oats (Post), Honey Nut Cheerios (General Mills), and Others (includes corresponding Graph/Chart)
Table 24: Leading Hot Breakfast Cereal Manufacturers in the US (2015): Percentage Share Breakdown of Revenue for B and G Foods, Bob's Red Mill, MOM Brands, PepsiCo, Private Label, and Others (includes corresponding Graph/Chart)
List of Leading Cereal Brands in the US by Manufacturer: 2016
Ranking of Leading Ready-to-Eat Cereal Brands in the US: 2015
Kellogg Commands Leading Value Market Share
Product Launches
Strategic Corporate Developments
Key Players

B. Market Analytics

Value Analytics

Table 25: US Recent Past, Current & Future Analysis for Breakfast Cereals by Product Segment
Hot Cereals and Cold Cereals Markets Independently Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 26: US Historic Review for Breakfast Cereals by Product Segment
Hot Cereals and Cold Cereals Markets Independently Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Table 27: US 14-Year Perspective for Breakfast Cereals by Product Segment
Percentage Breakdown of Dollar Sales for Hot Cereals and Cold Cereals Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

Volume Analytics

Table 28: US Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 29: US Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)

2. CANADA

A. Market Analysis

Grim Outlook for Retail Sales of Breakfast Cereals
Cereal Companies’ Initiatives to Revive Cereal Market
Huge Potential for US Food Products
Product Launch

B. Market Analytics

Value Analytics

Table 30: Canadian Recent Past, Current & Future Analysis for Breakfast Cereals by Product Segment
Hot Cereals and Cold Cereals Markets Independently Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 31: Canadian Historic Review for Breakfast Cereals by Product Segment
Hot Cereals and Cold Cereals Markets Independently Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Table 32: Canadian 14-Year Perspective for Breakfast Cereals by Product Segment
Percentage Breakdown of Dollar Sales for Hot Cereals and Cold Cereals Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

Volume Analytics

Table 33: Canadian Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 34: Canadian Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)

3. JAPAN

A. Market Analysis

Granola: Prime Growth Category

B. Market Analytics

Value Analytics

Table 35: Japanese Recent Past, Current & Future Analysis for Breakfast Cereals by Product Segment
Hot Cereals and Cold Cereals Markets Independently Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 36: Japanese Historic Review for Breakfast Cereals by Product Segment
Hot Cereals and Cold Cereals Markets Independently Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Table 37: Japanese 14-Year Perspective for Breakfast Cereals by Product Segment
Percentage Breakdown of Dollar Sales for Hot Cereals and Cold Cereals Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

Volume Analytics

Table 38: Japanese Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 39: Japanese Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)

4. EUROPE

A. Market Analysis
Breakfast Cereals Market to Post Steady Growth in the Region

B. Market Analytics

Value Analytics

Table 40: European Recent Past, Current & Future Analysis for Breakfast Cereals by Geographic Region
France, Germany, Italy, UK, Spain, Russia & Rest of Europe Markets Independently Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 41: European Recent Past, Current & Future Analysis for Breakfast Cereals by Geographic Region
France, Germany, Italy, UK, Spain, Russia & Rest of Europe Markets Independently Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Table 42: European 14-Year Perspective for Breakfast Cereals by Geographic Region
Percentage Breakdown of Dollar Sales for France, Germany, Italy, UK, Spain, Russia & Rest of Europe Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

Table 43: European Recent Past, Current & Future Analysis for Breakfast Cereals by Product Segment
Hot Cereals and Cold Cereals Markets Independently Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 44: European Historic Review for Breakfast Cereals by Product Segment
Hot Cereals and Cold Cereals Markets Independently Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Table 45: European 14-Year Perspective for Breakfast Cereals by Product Segment
Percentage Breakdown of Dollar Sales for Hot Cereals and Cold Cereals Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

Volume Analytics

Table 46: European Recent Past, Current & Future Analysis for Breakfast Cereals by Geographic Region
France, Germany, Italy, UK, Spain, Russia & Rest of Europe Markets Independently Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 47: European Historic Review for Breakfast Cereals by Geographic Region
France, Germany, Italy, UK, Spain, Russia & Rest of Europe Markets Independently Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)

Table 48: European 14-Year Perspective for Breakfast Cereals by Geographic Region
Percentage Breakdown of Volume Sales for France, Germany, Italy, UK, Spain, Russia & Rest of Europe Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

4a. FRANCE

A. Market Analysis

French Breakfast Cereals Market Revives After Bleak Performance

B. Market Analytics

Value Analytics

Table 49: French Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 50: French Historic Review for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Volume Analytics

Table 51: French Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 52: French Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)

4b. GERMANY

A. Market Analysis

German Breakfast Cereals Market Reaching Saturation

mymuesli GmbH

A Major Germany-Based Company

B. Market Analytics

Value Analytics

Table 53: German Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 54: German Historic Review for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Volume Analytics

Table 55: German Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)

Table 56: German Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)
4c. ITALY
A. Market Analysis
Market Grows In Accordance to Changing Customer Tastes
Table 57: Leading Cereal Manufacturers in Italy (2015): Percentage Share Breakdown of Revenue for Kellogg Co., Nestlé S.A., Valsoia, and Others (includes corresponding Graph/Chart)
B. Market Analytics
Value Analytics
Table 58: Italian Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 59: Italian Historic Review for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Volume Analytics
Table 60: Italian Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 61: Italian Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)

4d. THE UNITED KINGDOM
A. Market Analysis
Breakfast Cereals Experience Difficult Phase
Kellogg Enjoys Leading Position
Liquid Breakfasts Catching On in the UK Market
Oats Make a Comeback in the UK
Product Launches
Strategic Corporate Development
Select Key Players
B. Market Analytics
Value Analytics
Table 62: UK Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 63: UK Historic Review for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Volume Analytics
Table 64: UK Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 65: UK Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)

4e. SPAIN
A. Market Analysis
Market Characterized by Price-Conscious Spending Patterns
B. Market Analytics
Value Analytics
Table 66: Spanish Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 67: Spanish Historic Review for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Volume Analytics
Table 68: Spanish Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 69: Spanish Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)

4f. RUSSIA
A. Market Analysis
Russia: An Under-penetrated Market
B. Market Analytics
Value Analytics
Table 70: Russian Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 71: Russian Historic Review for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Volume Analytics
Table 72: Russian Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 73: Russian Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)

4g. REST OF EUROPE
A. Market Analysis
Key Regional Markets in Brief
Switzerland: Demand for Healthy Nutrition Boosts Breakfast Cereals Consumption
The Netherlands: Negative Perception of Bread Benefits RTEC Market
Finland: High Preference for Protein-enriched Breakfast Cereals
Belgium: Breakfast Cereals with More Fiber and Less Sugar Grow in Popularity
Austria: Growing Health Consciousness and Change in Dietary Drive Demand

Turkish Breakfast Cereals Market Witnesses Decelerating Trend
Product Launch
Strategic Corporate Developments
Nestlé S.A.
A. Global Leading Switzerland- Based Company
B. Market Analytics

Value Analytics
Table 74: Rest of Europe Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 75: Rest of Europe Historic Review for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)

Volume Analytics
Table 76: Rest of Europe Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 77: Rest of Europe Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)

5. ASIA-PACIFIC
A. Market Analysis
The Convenience Factor Drive Breakfast Cereals Penetration in the Region
Leading Hot Cereal Brands with Specific Flavors in Asia- Pacific
Strong Growth Projected for the Asian Breakfast Cereal Market
Growing Asian Middle Class to Spur Cereals Market Growth
Table 78: Global Middle Class Population (in Millions) by Geographic Region: 2010, 2020P & 2030P (includes corresponding Graph/Chart)
Urbanization: A Megatrend Fueling Demand for RTEC
Select Mega-Urban Regions Worldwide (2035)
Table 79: Percentage of Urban Population in Select Asian Countries (2014 & 2050) (includes corresponding Graph/Chart)
Heavily Populated India & China Offer Lucrative Market Expansion Opportunities
Table 80: Ten Largest Populated Countries Worldwide (July 2015): Total Population (in Millions) by Age Group 0-14 Years, 15-59 Years, 60+ Years for China, India, USA, Indonesia, Brazil, Pakistan, Nigeria, Bangladesh, Russia and Mexico (includes corresponding Graph/Chart)
Table 81: Ten Largest Populated Countries Worldwide (July 2015): Percentage Population by Age Group 0-14 Years, 15-59 Years, 60+ Years for China, India, USA, Indonesia, Brazil, Pakistan, Nigeria, Bangladesh, Russia and Mexico (includes corresponding Graph/Chart)
B. Market Analytics

Value Analytics
Table 82: Asia-Pacific Recent Past, Current & Future Analysis for Breakfast Cereals by Geographic Region China, India & Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 83: Asia-Pacific Historic Review for Breakfast Cereals by Geographic Region China, India & Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 84: Asia-Pacific 14-Year Perspective for Breakfast Cereals by Geographic Region Percentage Breakdown of Dollar Sales for China, India & Rest of Asia-Pacific Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)
Table 85: Asia-Pacific Recent Past, Current & Future Analysis for Breakfast Cereals by Product Segment Hot Cereals and Cold Cereals Markets Independently Analyzed with Annual Sales in US$ Million for Years
2015 through 2022 (includes corresponding Graph/Chart)
Table 86: Asia-Pacific Historic Review for Breakfast Cereals by Product Segment
Hot Cereals and Cold Cereals Markets Independently Analyzed with Annual Sales in US$ Million for Years
2009 through 2014 (includes corresponding Graph/Chart)
Table 87: Asia-Pacific 14-Year Perspective for Breakfast Cereals by Product Segment
Percentage Breakdown of Dollar Sales for Hot Cereals and Cold Cereals Markets for Years 2009, 2016 & 2022
(includes corresponding Graph/Chart)
Volume Analytics
Table 88: Asia-Pacific Recent Past, Current & Future Analysis for Breakfast Cereals by Geographic Region
China, India & Rest of Asia-Pacific Markets Independently Analyzed with Annual Consumption in Metric Tons
for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 89: Asia-Pacific Historic Review for Breakfast Cereals by Geographic Region
China, India & Rest of Asia-Pacific Markets Independently Analyzed with Annual Consumption in Metric Tons
for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 90: Asia-Pacific 14-Year Perspective for Breakfast Cereals by Geographic Region
Percentage Breakdown of Volume Sales for China, India & Rest of Asia-Pacific Markets for Years 2009, 2016
& 2022 (includes corresponding Graph/Chart)

5a. CHINA
A. Market Analysis
Changing Scenario of Chinese Food Habits Drive High Growth of Ready-to-eat (RTE) Cereals
Need for Co-branding and Innovative Packaging
Product Launch
B. Market Analytics
Value Analytics
Table 91: Chinese Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual
Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 92: Chinese Historic Review for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for
Years 2009 through 2014 (includes corresponding Graph/Chart)
Volume Analytics
Table 93: Chinese Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual
Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 94: Chinese Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric
Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)

5b. INDIA
A. Market Analysis
Rising Awareness of Wellness and Health Drives Strong Demand for Breakfast Cereals
Table 95: Leading Breakfast Cereal Companies in India (2015): Percentage Breakdown of Revenue for
Bagrry's India, Cargill, Kellogg, Mohan Meakin, PepsiCo, and Others (includes corresponding Graph/Chart)
Oats
Leading Category in the Indian Breakfast Cereals Market
Product Launches
AVEES Products
A Major India-Based Company
B. Market Analytics
Value Analytics
Table 96: Indian Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual
Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 97: Indian Historic Review for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for
Years 2009 through 2014 (includes corresponding Graph/Chart)
Volume Analytics
Table 98: Indian Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual
Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 99: Indian Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric
Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)

5c. REST OF ASIA-PACIFIC
A. Market Analysis
Australia: Rising Popularity of Healthy Eating Sustains Growth
Hong Kong: Hot Cereals Gain in Popularity
New Zealand Cereal Market Driven by Health/Wellness Trend
Malaysia: High Growth Potential in Urban Areas
South Korea: Market Set to Revive from Food Poisoning Concerns
Table 100: Leading Cereal Manufacturers in South Korea (2014): Percentage Share Breakdown of Revenue for Dongsuh Foods, Nong Shim Kellogg, and Others (includes corresponding Graph/Chart)
Philippines: RTEC Market Driven Mostly by Affluent Consumers
Singapore: Nutrition and Easy to Prepare Attributes Drive Demand
Indonesia: Rising Influence of Western Culture & Changing Food Habits Benefit Adoption
Taiwan: Busy Lifestyles Draw Consumers towards Breakfast Cereals
Product Launches
Select Key Players
B. Market Analytics
Value Analytics
Table 101: Rest of Asia-Pacific Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 102: Rest of Asia-Pacific Historic Review for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Volume Analytics
Table 103: Rest of Asia-Pacific Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 104: Rest of Asia-Pacific Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)
6. THE MIDDLE EAST & AFRICA
A. Market Analysis
UAE Cereals Products Market Records Healthy Growth
Product Launches
B. Market Analytics
Value Analytics
Table 105: Middle East & Africa Recent Past, Current & Future Analysis for Breakfast Cereals by Product Segment
Hot Cereals and Cold Cereals Markets Independently Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 106: Middle East & Africa Historic Review for Breakfast Cereals by Product Segment
Hot Cereals and Cold Cereals Markets Independently Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 107: Middle East & Africa 14-Year Perspective for Breakfast Cereals by Product Segment
Percentage Breakdown of Dollar Sales for Hot Cereals and Cold Cereals Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)
Volume Analytics
Table 108: Middle East & Africa Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 109: Middle East & Africa Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)
7. LATIN AMERICA
A. Market Analysis
Bright Prospects for Breakfast Cereals in Latin America
Breakfast Cereals for Children on a Growing Spree
Breakfast Cereals Addressing Health Concerns
Sales at Convenience Stores and Supermarkets Witness an Upward Trend
B. Market Analytics
Value Analytics
Table 110: Latin American Recent Past, Current & Future Analysis for Breakfast Cereals by Geographic Region
Brazil, Mexico, & Rest of Latin American Markets Independently Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 111: Latin American Historic Review for Breakfast Cereals by Geographic Region
Brazil, Mexico, & Rest of Latin American Markets Independently Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 112: Latin American 14-Year Perspective for Breakfast Cereals by Geographic Region
Percentage Breakdown of Dollar Sales for Brazil, Mexico, & Rest of Latin American Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)
Table 113: Latin American Recent Past, Current & Future Analysis for Breakfast Cereals by Product Segment
Hot Cereals and Cold Cereals Markets Independently Analyzed with Annual Sales in US$ Million for Years
2015 through 2022 (includes corresponding Graph/Chart)
Table 114: Latin American Historic Review for Breakfast Cereals by Product Segment
Hot Cereals and Cold Cereals Markets Independently Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 115: Latin American 14-Year Perspective for Breakfast Cereals by Product Segment
Percentage Breakdown of Dollar Sales for Hot Cereals and Cold Cereals Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)
Table 116: Latin American Recent Past, Current & Future Analysis for Breakfast Cereals by Geographic Region
Brazil, Mexico, & Rest of Latin American Markets Independently Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 117: Latin American Historic Review for Breakfast Cereals by Geographic Region
Brazil, Mexico, & Rest of Latin American Markets Independently Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 118: Latin American 14-Year Perspective for Breakfast Cereals by Geographic Region
Percentage Breakdown of Volume Sales for Brazil, Mexico, & Rest of Latin American Markets for Years 2009, 2016 & 2022 (includes corresponding Graph/Chart)

7a. BRAZIL
A. Market Analysis
Changing Food Consumption Habits Drive Demand for Breakfast Cereals

B. Market Analytics

Value Analytics
Table 119: Brazilian Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 120: Brazilian Historic Review for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 121: Brazilian Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 122: Brazilian Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)

7b. MEXICO
A. Market Analysis
Government Taxation Mandate: A Growth Restraining Factor?

B. Market Analytics

Value Analytics
Table 123: Mexican Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 124: Mexican Historic Review for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 125: Mexican Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 126: Mexican Historic Review for Breakfast Cereals Market Analyzed with Annual Consumption in Metric Tons for Years 2009 through 2014 (includes corresponding Graph/Chart)

7c. REST OF LATIN AMERICA
A. Market Analysis
Select Regional Markets
Chile: Traditional Habit of Light Breakfast Drives Demand for Breakfast Cereals
Ecuador: Offering Tremendous Potential for American Cereals

B. Market Analytics

Value Analytics
Table 127: Rest of Latin America Recent Past, Current & Future Analysis for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2015 through 2022 (includes corresponding Graph/Chart)
Table 128: Rest of Latin America Historic Review for Breakfast Cereals Market Analyzed with Annual Sales in US$ Million for Years 2009 through 2014 (includes corresponding Graph/Chart)
Table 129: Rest of Latin America Recent Past, Current & Future Analysis for Breakfast Cereals Market
IV. COMPETITIVE LANDSCAPE
Total Companies Profiled: 78 (including Divisions/Subsidiaries 89)
The United States (28)
Canada (2)
Europe (42)
- France (1)
- Germany (5)
- The United Kingdom (16)
- Italy (2)
- Spain (1)
- Rest of Europe (17)
Asia-Pacific (Excluding Japan) (16)
Africa (1)

Ordering:
Order Online - http://www.researchandmarkets.com/reports/338662/
Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Breakfast Cereals - Global Strategic Business Report
Web Address: http://www.researchandmarkets.com/reports/338662/
Office Code: SC2G8VJK

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 4500</td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 6300</td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 10 Users:</td>
<td>USD 8550</td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 15 Users:</td>
<td>USD 10800</td>
<td></td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ]
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World