Breakfast Cereal Manufacturing

Description:

Brief Excerpt from Industry Overview Chapter:

Companies in this industry make ready-to-serve packaged cereal and cereals such as oatmeal and farina that must be cooked prior to eating. Major companies include General Mills, Kellogg, Post, Quaker (owned by PepsiCo), and TreeHouse Foods, all based in the US, along with Weetabix (UK), The Jordans & Ryvita Company (UK), and Cereal Partners Worldwide, a joint venture between General Mills and Nestlé (Switzerland).

Worldwide, the breakfast cereal manufacturing industry generates about $35 billion in annual revenue, according to Transparency Market Research. The US, Canada, the UK, and Australia are the largest breakfast cereal markets, according to Cereal Partners Worldwide. The industry is targeting growth in emerging markets such as China, India, and Brazil.

The US breakfast cereal manufacturing industry includes about 40 companies with combined annual revenue of about $10 billion. This industry does not include companies that primarily manufacture granola bars, breakfast bars, or packaged cereal snacks.

Competitive Landscape

Demand is driven by demographics and health considerations, particularly the attitudes of busy families and working professionals toward the first meal of the day. The profitability of individual companies depends on managing raw material costs, operating efficiently, and maximizing retail shelf space. Large companies have advantages in purchasing, distribution, and marketing. Small operations can compete effectively by manufacturing cereals that emphasize organic or healthful ingredients. The US industry is highly concentrated: the top four companies account for about 80% of revenue.

Contents:

Industry Overview
Quarterly Industry Update
Business Challenges
Business Trends
Industry Opportunities
Call Preparation Questions
Financial Information
Industry Forecast
Web Links and Acronyms

Ordering:

Order Online - http://www.researchandmarkets.com/reports/1052441/

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.

Product Name: Breakfast Cereal Manufacturing
Web Address: http://www.researchandmarkets.com/reports/1052441/
Office Code: SC

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Single User</th>
<th>USD 129</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) -</td>
<td></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: Bank details will be provided on the invoice which you will receive after you place your order with us.

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