

Breakfast Cereals in the US

November 2023

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Breakfast Cereals in the US - Category analysis

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2023 DEVELOPMENTS

A return to retail volume growth across some categories due to price rises
Unit price growth continues as tensions grow across the supply chain
Product development targets a nostalgic, but health-aspiring, consumer base

PROSPECTS AND OPPORTUNITIES

Evolving consumer diets will lead to further scrutiny of ingredients
Snacking trend and evolving consumption occasions to create growth opportunity for breakfast cereals
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DISCLAIMER

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