

# Breakfast Cereals in the US

November 2023

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## Breakfast Cereals in the US - Category analysis

### **KEY DATA FINDINGS**

#### 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 Unstable climate will continue to threaten stability across production lines, furthering the tense economic environment for consumers

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