

# **Breakfast Cereals in Australia**

December 2023

**Table of Contents** 

#### Breakfast Cereals in Australia - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Robust growth for breakfast cereals New product developments focus on health-conscious consumers Cost challenges and need for capital investment

#### PROSPECTS AND OPPORTUNITIES

The rising trend of brand partnerships in breakfast cereals Consumption of cereals beyond the breakfast table Despite challenges, an aim to move to sustainable packaging in breakfast cereals

#### CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2018-2023
Table 2 - Sales of Breakfast Cereals by Category: Value 2018-2023
Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023
Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023
Table 6 - LBN Brand Shares of Breakfast Cereals by Format: % Value 2018-2023
Table 7 - Distribution of Breakfast Cereals by Category: Volume 2023-2028
Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028
Table 10 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028
Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

### Staple Foods in Australia - Industry Overview

#### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture Key trends in 2023 Competitive landscape Channel developments What next for staple foods?

#### MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2018-2023Table 13 - Sales of Staple Foods by Category: Value 2018-2023Table 14 - Sales of Staple Foods by Category: % Volume Growth 2018-2023Table 15 - Sales of Staple Foods by Category: % Value Growth 2018-2023Table 16 - NBO Company Shares of Staple Foods: % Value 2019-2023Table 17 - LBN Brand Shares of Staple Foods: % Value 2020-2023Table 18 - Penetration of Private Label by Category: % Value 2018-2023Table 19 - Distribution of Staple Foods by Format: % Value 2018-2023Table 20 - Forecast Sales of Staple Foods by Category: Volume 2023-2028Table 21 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028Table 22 - Forecast Sales of Staple Foods by Category: % Value Crowth 2023-2028Table 23 - Forecast Sales of Staple Foods by Category: % Value Crowth 2023-2028

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# SOURCES

Summary 1 - Research Sources

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