

Kellogg Co in Snacks

October 2023

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STATE OF PLAY

Kellogg Co ranks eighth in the global snacks industry

The US is the largest and fastest growing market for Kellogg

Kellogg navigates forward through the fierce competition in snacks

Upcoming split of Kellogg's into two separate companies by the end of 2023

Cross-category fusions are keeping strong sales of Kellogg's key brands

EXPOSURE TO FUTURE GROWTH

Kellogg invests in Brazilian production capacity to consolidate its presence in Latin America

PepsiCo remains Kellogg's biggest competitor in snacks globally

COMPETITIVE POSITIONING

Kellogg Co maintained a stable market share in 2023 relative to other competitors

Kellogg faces strong competition from its main rival, PepsiCo

Kellogg has a strong position in savoury snacks in key markets, such as the US and the UK

Pringles remains the key brand for Kellogg Co

SAVOURY SNACKS

North America remains the key region, whilst Asia Pacific offers the greatest potential

Pringles dominates Kellogg's sales in the UK, Japan, Germany and France

The US and the UK remain the key growth countries for savoury snacks

Kellogg collaborates with the alcohol industry to promote "moments of relaxation"

SWEET BISCUITS, SNACKS BARS AND FRUIT SNACKS

Sweet biscuits, snack bars and fruit snacks sales by region

The health and wellness trend pushes snack bar domination in key Western markets

Growth areas for Kellogg's in sweet biscuits, snack bars and fruit snacks

Kellogg's appealing to consumers' nostalgia, family moments and sense of comfort

Kellogg invests in growing convenience and on-the-go breakfast and snacking

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