KEY DATA FINDINGS

2022 DEVELOPMENTS
Interest in hot cereals heating up thanks to healthy image and versatility
Kellogg retains strong lead but faces increased competition
Price sensitivity benefits private label sales

PROSPECTS AND OPPORTUNITIES
Black seals could harm the image of some products that were previously considered healthy
Oats likely to retain appeal as a healthy and affordable breakfast option
Pricing could be key as consumers are forced to look for the best value

CATEGORY DATA
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EXECUTIVE SUMMARY
Staple foods in 2022: The big picture
Key trends in 2022
Competitive Landscape
Channel developments
What next for staple foods?

MARKET DATA
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DISCLAIMER

SOURCES
Summary 1 - Research Sources
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