Euromonitor International

Breakfast Cereals in the United States

November 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

RTE cereals dominates value, while challenges remain due to high consumer price sensitivity
Bob's Red Mill expands oats platform to capture wellness-driven demand
General Mills removes artificial colours as scrutiny reshapes children's breakfast cereals
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Moderate value growth expected to persist, while volume pressure set to continue through to 2031
Hot cereals anticipated to see the fastest growth as wellness formats outpace indulgent alternatives
FDA healthy label redefinition and gut health innovation to reshape competitive dynamics
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

The top four manufacturers hold significant sales, while acquisition could impact the landscape
Wellness players erode concentration at the top
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Established grocery channels face gradual erosion as value formats and bulk purchasing gain ground
Retail e-commerce emerges as the primary growth engine and gateway for challenger brands
Chart 1 Retail Channels 2021-2026

PRODUCTS

Forces steering product development
Where innovation is appearing in breakfast cereals
What this means for the competitive structure

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/breakfast-cereals-in-the-united-states/report.