

Breakfast Cereal Market 2016 India Trends, Market Share, Industry Size, Growth, Opportunities and Forecast to 2021

Breakfast Cereal India Market Segmentation and Major Players Analysis and Forecast to 2021

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/EINPresswire.com/ -- A change is taking place at the breakfast table of an average urban Indian household which is nothing short of a revolution. The home-made idli is being replaced by a packaged branded ready-to-cook batter. A bowl of cereal is elbowing out the hot-from-the pan also paratha. Even the regular quick-fix kanda-poha is being shoved aside by multi-grain oats flaunting health benefits. The hustle and bustle around the first meal of the day keeps the packaged breakfast foods mart on the edge. The food makers have tried to change traditional breakfast norms, but need to increase the level of penetration and frequency of purchase. While many bank heavily on urban consumption to rise on the back of health offerings like oats and muesli, others keep a close eye on opportune ethnic breakfast eats.

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According to “India [Breakfast Cereal](#) Market Outlook, 2021”, India’s breakfast cereal market was growing with a CAGR of 22.07% over last five years. Kellogg’s India, Bagrry and PepsiCo Quaker are the three leading companies capturing more than 75% of the market. Owing to urbanization and increased income of people, western India has the largest market share in breakfast cereals, followed by north and south. The breakfast cereal market is divided into hot cereals viz. mostly oats, but also oat bran and wheat bran, and ready-to-eat (RTE) cold cereals viz. corn, wheat flakes, and muesli. In India we prefer hot breakfasts so hot cereals are growing at a faster pace than ready to eat cold cereals. Nowadays, manufacturers have a range of brands appealing separately to kids, adults and the entire family.

Cornflakes, as a category dominates the market with highest market share whereas other cereals like oats and muesli add up for the rest. Oats and muesli, as a category, are growing much faster than cornflakes as people are getting more health conscious and venturing into even healthier foods. The primary consumers for breakfast cereals continued to be urban consumers. This was because urban consumers prefer a fast arrangement for breakfast due to their lifestyles, and breakfast cereals,

especially flakes, provide exactly that.

To some extent, of course, the market is self-propelled, thanks to higher spending power and hectic lifestyles. The other big reason is the widespread communication on health, especially on the rising incidence of cardiovascular diseases, diabetes and obesity in Indians. Not only are influencers such as doctors, nutritionists and the media passing on these messages, the companies assiduously themselves play the health card in all their communication. Thus, Indian consumers are moving towards convenient and healthier life style thus making the breakfast cereal as an important category in food and beverage industry.

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Key points in table of content

1. Executive Summary
2. Global Breakfast Cereal Market Outlook
 - 2.1. Market Size By Value
 - 2.1.1. Overall Market
 - 2.1.2. Ready-To-Eat (RTE) Breakfast Cereal Market
 - 2.1.3. Hot Breakfast Cereal Market
 - 2.2. Market Share
 - 2.2.1. By Company
 - 2.2.2. By Region
 - 2.2.3. By Segment
 - 2.2.4. By Sales Channel
3. India Breakfast Cereal Market Outlook
 - 3.1. Market Size By Value
 - 3.2. Market Share
 - 3.2.1. By Company
 - 3.2.2. By Region
 - 3.2.3. By Segment
 - 3.2.4. By Product Type
 - 3.2.5. By Sales Channel
4. India Ready-To-Eat (RTE) Breakfast Cereal Market Outlook
 - 4.1. Market Size By Value
 - 4.1.1. Overall Market
 - 4.1.2. Adult Breakfast Cereal Market
 - 4.1.3. Children Breakfast Cereal Market
 - 4.1.4. Cornflakes Market
 - 4.1.5. Muesli Market
 - 4.2. Market Share
 - 4.2.1. By Product Type
5. India Hot Breakfast Cereal Market Outlook
 - 5.1. Market Size
 - 5.1.1. Overall Market
 - 5.1.2. Oats Market
 - 5.2. Market Share
 - 5.2.1. By Company
 - 5.2.2. By Product Type
6. Pricing Analysis
7. India Economic Snapshot
8. Policy & Regulatory Landscape
9. Trade Dynamics
 - 9.1. Import

- 9.2. Export
- 10. Channel Partner Analysis
- 11. India Breakfast Cereal Market Dynamics
 - 11.1. Key Drivers
 - 11.2. Key Challenges
- 12. Market Trends & Developments
 - 12.1. Oats Gaining Immense Popularity
 - 12.2. Introduction of Traditional and Fruit Flavoured Cereal Products
 - 12.3. Health and Convenience
 - 12.4. Noodle Ban Provoking Sales of Other Breakfast Options
 - 12.5. Discounts and Offers Triggering Sales
- 13. Competitive Landscape
 - 13.1. Porters Five Forces
 - 13.2. Company Profiles
 - 13.2.1. PepsiCo India Holdings Pvt. Ltd.
 - 13.2.2. Nestle India Pvt. Ltd.
 - 13.2.3. Kellogg's India Pvt. Ltd.
 - 13.2.4. Bagrry's India Limited
 - 13.2.5. GSK Consumer Healthcare Limited
 - 13.2.6. MTR Foods Pvt. Ltd.
 - 13.2.7. Hindustan Unilever Limited
 - 13.2.8. Marico Limited
 - 13.2.9. Britannia Industries Limited
 - 13.2.10. Mohan Meakin Limited
- 14. Strategic Recommendations
- 15. Disclaimer

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Contact US:

NORAH TRENT

Partner Relations & Marketing Manager

sales@wiseguyreports.com

Ph: +1-646-845-9349 (US)

Ph: +44 208 133 9349 (UK)

Norah Trent

[wiseguyreports](http://www.wiseguyreports.com)

+1 646 845 9349 / +44 208 133 9349

[email us here](mailto:norah@wiseguyreports.com)

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