

# Global Breakfast Cereal Market to Flourish, Expected to Surpass \$88 Billion by 2027

*The Business Research Company's Breakfast Cereal Global Market Report 2023 – Market Size, Trends, And Global Forecast 2023-2032*

LANDON, GREATER LONDON, UK, December 7, 2023 /EINPresswire.com/ -- The global [breakfast cereal market](#) has exhibited robust growth, reaching \$71.95 billion in 2023 from \$67.55 billion in

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The global breakfast cereal market size is expected to grow to \$88.26 billion in 2027 at a CAGR of 5.2%.”

*The Business Research Company*

2022, marking a notable compound annual growth rate (CAGR) of 6.5%. Despite facing challenges posed by the Russia-Ukraine conflict and the lingering impact of the COVID-19 pandemic, the market is poised to ascend to \$88.26 billion by 2027. This growth is attributed to several factors, with the escalating demand for breakfast cereals standing out as a key driver.

Rising Demand for Breakfast Cereals Propels Market

## Expansion

The surge in demand for breakfast cereals has been a pivotal force driving the market's upward trajectory. With changing lifestyles and an increasing emphasis on convenient and nutritious breakfast options, consumers are turning to ready-to-eat (RTE) and hot cereals, fostering market growth. The need for quick yet healthy breakfast solutions aligns with the hectic pace of modern life, contributing significantly to the market's expansion.

Explore the global breakfast cereal market with a detailed sample report:

[https://www.thebusinessresearchcompany.com/sample\\_request?id=2034&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=2034&type=smp)

## Key Players

Prominent players in the breakfast cereal market, including Kellogg Co, PepsiCo Inc., and General Mills, are strategically focusing on product innovation to meet evolving consumer preferences. Introduction of new flavors, healthier variants, and eco-friendly packaging solutions are among the trends shaping the market landscape.

In response to the growing health-conscious consumer base, companies like Nature's Path Foods and Bob's Red Mill Natural Foods Inc. are introducing cereals with natural and organic ingredients, tapping into the rising demand for healthier breakfast options.

Market Trends: Automation Technology

1. Market size data for the forecast period: Historical and Future
2. Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
3. Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.



Trends, opportunities, strategies and so much more.

The Breakfast Cereal Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on [breakfast cereal market size](#), breakfast cereal market drivers and trends, breakfast cereal market major players, competitors' revenues, on breakfast cereal market positioning, and on breakfast cereal market t growth across geographies. The breakfast cereal market report helps you gain in-depth insights on on breakfast cereal market opportunities and breakfast cereal market strategies. Companies can leverage the data in the report and tap into breakfast cereal market segments with the highest growth potential.

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### [About The Business Research Company](#)

The Business Research Company has published over 3000+ detailed industry reports, spanning over 6500+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

### Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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