

The Market For Breakfast Cereal Flavors



Premium flavors, natural ingredients and more nutritional products impact the global market for flavors in breakfast cereals and bars.

Jamie Rice, RTS

All market information provided herein is sourced from Foodtrending.com, a global food ingredients market intelligence tool.

—Editor

Market Perspective

The global market for breakfast cereals and bars is now worth \$32.5 billion (T-1). The United States remains the largest market globally followed by China, the United Kingdom, France and Germany (T-2). Sales of breakfast cereals and bars through all foodservice channels are worth \$2.9 billion and growing, although retail sales still account for the majority of consumer expenditure.

Flavor Trends

In terms of flavors, fruit, nut and chocolate are still the go-to flavor combinations; however, a number of manufacturers are introducing premium and provenance ingredients in an attempt to add value. In addition, there has been growing interest in the health benefits of grains. Convenience is still king in this category, and increasingly manufacturers are looking to flavors to communicate health and convenience. Finally, consumers are more aware of natural ingredients and, again, flavors are being used to communicate health benefits in an area where it is difficult to establish health claims.

The Market For Flavors

While global demand for breakfast cereals and bars is growing ahead of the total food and drink market, it remains a relatively small category in volume terms.

The global opportunity for flavors in breakfast cereals and bars is currently worth \$142 million (T-3). Worth \$90 million, natural flavors account for the largest share of the flavors market, followed by synthetic flavors at \$43 million. While more dynamic, usage of industrial seasonings, herbs and spices in this category remains relatively low.

One should expect to see continued growth in usage of natural flavors and flavoring materials in the breakfast cereals and bars category over the next five years.

Breakfast Cereals and Bars Definitions

- Ready-to-eat breakfast cereals
- Oat flakes and hot cereals
- Breakfast and other cereal bars

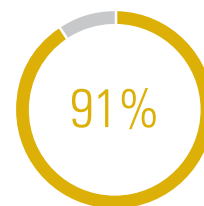
T-1. The global market for breakfast cereals and bars, 2012



Global Expenditure



Growth Rate CAGR 2007 to 2012



Sales by Channel Retail v Foodservice

Source: www.foodtrending.com

T-2. The global market for breakfast cereals and bars by country, 2012

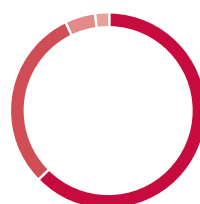


• \$8.1bn
USA
• \$6.2bn
China
• \$4.2bn
UK

• \$1.7bn
France
• \$1.5bn
Germany
• \$10.9bn
Rest of the world

Source: www.foodtrending.com

T-3. The market for flavors in breakfast cereals and bars



• \$90m
Natural flavors
• \$43m
Synthetic flavors
• \$7m
Seasonings, herbs & spices
• \$9m
Flavoring materials

Source: www.foodtrending.com

To purchase a copy of this article or others, visit www.PerfumerFlavorist.com/magazine. 