



**Euromonitor
International**

Breakfast Cereals in the US

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Breakfast Cereals in the US - Category analysis

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2025 DEVELOPMENTS

Price-sensitivity and health concerns impact sales

INDUSTRY PERFORMANCE

Economic and health pressures are impacting breakfast choices

Muesli and granola thriving thanks to its healthy and versatile image

WHAT'S NEXT?

Cautious spending behaviour set to limit growth while boosting private label sales

Innovation targeting health and wellbeing

Breakfast cereals market faces reform as FDA bans synthetic dyes and redefines what is 'healthy'

COMPETITIVE LANDSCAPE

General Mills cements its lead through innovative new product development and marketing

Ferrero acquires WK Kellogg Co as it expands into breakfast cereals

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Consumers shifting to more affordable channels as supermarkets lose share

E-commerce thriving thanks to improving infrastructure

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Staple Foods in the US - Industry Overview

EXECUTIVE SUMMARY

Health and wellness concerns shape demand but price-sensitivity intensifies

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INDUSTRY PERFORMANCE

Financial pressures and health concerns continue to impact market demand in 2025

Unit price growth stabilises as players adjust to global challenges

Volume sales return to growth in a challenging market

WHAT'S NEXT?

Challenging future ahead with volume sales predicted to decline

Regulatory changes and trade tensions expected to influence the market

Investment expected in infrastructure and distribution developments

COMPETITIVE LANDSCAPE

Artisanal players and private label lead sales

Ferrero acquires WK Kellogg in USD3.1 billion deal

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