

The Grocer

Focus On: Breakfast Cereals and On-The-Go Breakfast Items by Emma Weinbren

Emma.Weinbren@thegrocer.co.uk

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The Story

New year, new beginnings. Anyone in the breakfast cereals business must be rubbing their hands with excitement over what 2021 might bring. For after years of growing numbers of Brits grabbing breakfast on the go, it looks like more of us will be eating the most important meal of the day at home, given that the government is currently advising people to work from home if they can at least until April. What opportunities does this present breakfast cereal manufacturers? How are they going to cash in? And what impact will this have on the on-the-go market?

Key Themes

Health v indulgence: When Covid turned the world upside down last March there was a boom in sales of more indulgent breakfast products as Brits sought comfort at the bottom of their cereal bowls. But as the 'new normal' bedded in, healthier lines started to catch up. Which products enjoyed most growth last year and what are brands doing to drive sales in 2021?

Fitness and functionality: After the year we've just had, we all need a fresh start. Health and fitness typically see a rise in January, but after the events of 2021 and in light of the government's obesity initiative, are we set to go on a bigger health kick than usual? What opportunities does this present breakfast brands? In the past, functional claims have tended to revolve around fibre and protein content but is there an opportunity to introduce more functional ingredients?

On the go: Inevitably, sales of breakfast bars, biscuits and drinks have suffered over the past year, what with most people in Britain being stuck in doors. What does the coming year look like for players in this area? What are they doing to attract new customers and appeal to a wider range of occasions?

Kantar data: Using Kantar commentary, we explain the reasons behind the rise and fall of the breakfast cereal sub-categories.

4 x innovations: we will profile four new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.