

The Grocer

Focus On: Cereals Inc On the Go

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As sales continue to slip for cereal's big brands, they're rolling out lines with functional health benefits, such as protein and fibre, to win back consumers and stave off health-centric challengers.

- What's responsible for weakening sales in cereals?
- How are the biggest brands coping? And how are they responding through innovation?
- Which functional benefits are most important?
- Where does protein fit into the picture?
- How about high fibre and added vitamins?
- Who are the main challenger brands? What's driving their performances?

Health concerns and reformulations

- Which brands are reducing the sugar in their cereals, or making them non-HFSS
- How big a concern is the UPF debate?
- What about HFSS compliance?

Own Label

- How has own label benefited from the decrease in branded cereal sales?
- Who is innovating in own label cereals, and how?

Indulgent cereals

- How much room is there for indulgence?
- Which sugary brands are winning value – and which are losing?
- What are the trendy flavours?

On the Go

- How are on the go breakfasts faring? From protein shakes to protein doughnuts, what are Brits eating as they head out the house? Which brands are catering to this market?