



# HOT & COLD CEREAL

## 2023 TREND SNAPSHOT

Top Flavors & Claims | Trend Themes  
Flavor Innovation Recommendations

### TOP CEREAL TYPES CONSUMED

1. Lightly Sweetened Cold Cereal
2. Instant Oatmeal Packets
3. High-Fiber Cold Cereal
4. Heavily Sweetened Cold Cereal
5. Granola

Source: Mintel Hot and Cold Cereal, US 2023

### Hot and cold cereal sales reached \$12B in 2022,

a +12% increase from 2021.

### Mintel forecasts that the cereal market will grow by 7%

in the next five years when adjusted for inflation.

Mintel, Hot and Cold Cereal US 2023

### Consumers are eating cereal of all types more than a year ago,

with both healthier and indulgent options driving the increase.

Mintel

### TOP COLD CEREAL...

#### FLAVORS

1. Almond
2. Milk Chocolate
3. Honey
4. Vanilla
5. Cinnamon
6. Blueberry
7. Fruit
8. Dark Chocolate
9. Peanut Butter
10. Berry

#### CLAIMS

1. Kosher
2. Wholegrain
3. Gluten Free
4. No Additives/Preservatives
5. GMO Free
6. High/Source of Protein
7. High/Source of Fiber
8. Organic
9. Limited Edition
10. HFCS Free

Source: Innova, US, New cold cereal products launched May 2022-May 2023

### TOP HOT CEREAL...

#### FLAVORS

1. Maple
2. Apple Cinnamon
3. Milk Chocolate
4. Brown Sugar
5. Banana
6. Blueberry
7. Peaches & Cream
8. Strawberry & Cream
9. Cinnamon
10. Coconut

#### CLAIMS

1. Kosher
2. Wholegrain
3. Microwaveable
4. High/Source of Fiber
5. Heart Health
6. No Additives/Preservatives
7. GMO Free
8. Organic
9. High/Source of Protein
10. Vegan

Source: Innova, US, New hot cereal products launched May 2022-May 2023

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Launch Examples Source: Mintel

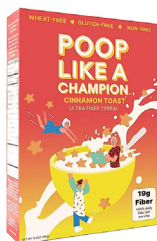
TREND THEMES: Talkin' Bout My Generation | Snack On | Bring the Yum Factor, Without the Guilt

### TALKIN' BOUT MY GENERATION

Clear differences have emerged for what consumers of different age groups expect from cereal.

Per Mintel, Hot and Cold Cereal, US 2023:

- Gen Z consumers are nearly three times more likely to eat cereal for lunch compared to Baby Boomers.
- Gen Z consumers are nearly twice as likely to eat it as a snack compared to Baby Boomers.
- Baby Boomers are most likely to eat high-fiber cereal and low-sugar cereal.
- Millennials and Gen Z are most likely to eat high-protein cereal.



Poop Like a Champion cereal boasts 19g of fiber per serving – two-thirds of the needed daily intake.



Authentic Protein Cereal couples high protein with flavors younger consumers typically choose.



Amrita Protein Oatmeal has 15g of plant-based protein per serving.

### SNACK ON

Cold cereal is increasingly being eaten as a snack, and brands are innovating accordingly.

Per Mintel, Hot and Cold Cereal, US 2023:

- Gen Z is driving this trend, as the generation most commonly eating snacking formats like granola.
- Nearly a third of cereal consumers are interested in portable formats like single-serve cups, and brands are innovating to meet this need. For example, Kellogg's launched four of its classic cereal varieties in single-serve cups that only require water to be added, called "Insta-Bowls".



Kellogg's Insta Bowls provide a single serving in a portable bowl – just add water and enjoy "anywhere, without the need to add milk!"



General Mills launched Stuffed Puffs Big Bites in a cereal-coated marshmallow format, intended to "up your snack game."



General Mills new Go Box products deconstruct the components of their classic cereal varieties into a portable tray, perfect for snacking.

### BRING THE YUM FACTOR, WITHOUT THE GUILT

"Consumers are looking for cereal products that can satisfy both their taste and health needs. BFY cereals that don't sacrifice on flavor are a great opportunity, especially for Millennials" – Mintel

Per Mintel, Hot and Cold Cereal, US 2023:

- 57% of cereal consumers agree that "cereal is a comfort food."
- 38% of consumers are interested in indulgent flavored BFY cereals, led by Millennials (45%).

Products launched since the start of 2023 deliver indulgent flavors with highly sought nutritional benefits. See examples:



Magic Spoon Chocolate Chip Cookie flavor



Three Wishes Smores flavor



Proper Good Cinnamon Roll & Pecan flavor

#### Inspired?

Here are some flavor ideas for your next cereal innovation.

- Carrot Cake
- Raspberry Jelly Donut
- Baked Cinnamon Apple Pie
- Chocolate Strawberry
- Bananas Foster