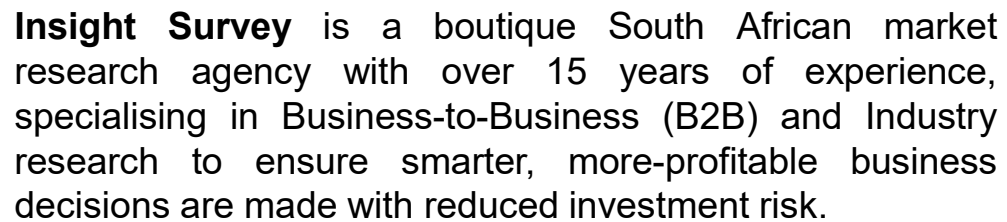


SOUTH AFRICAN BREAKFAST CEREALS MARKET INSIGHTS REPORT

PUBLISHED: APRIL 2025



We offer **B2B market research solutions** to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal and external environment.

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QUESTIONS WE HELP ANSWER

- What is the current and future market size?
- What are the latest global and local trends impacting on the market?
- Who are your key competitors and what is their offering in terms of products, services, pricing and branding?



OUR RESEARCH SOLUTIONS



Competitor pricing research



Store visits and store checks



Competitor interviews



Customer interviews



Company website analysis



Governmental held records

FOOD AND BEVERAGE INDUSTRY REPORT CLIENTS

We are a proudly South African company that have provided market research solutions and Intelligence reports to local and global brands. We have worked with some of the greatest companies and brands in their industries.



REPORT OVERVIEW

The **South African Breakfast Cereals Market Insights Report (59 pages)** provides a dynamic synthesis of industry research, examining the local and global **Breakfast Cereals industry** from a uniquely holistic perspective, with insights into the current market dynamics – market size, industry trends, innovation and technology, industry drivers and challenges.

SOME KEY QUESTIONS THE REPORT WILL HELP YOU TO ANSWER:

For the Global Breakfast Cereals Industry Section:

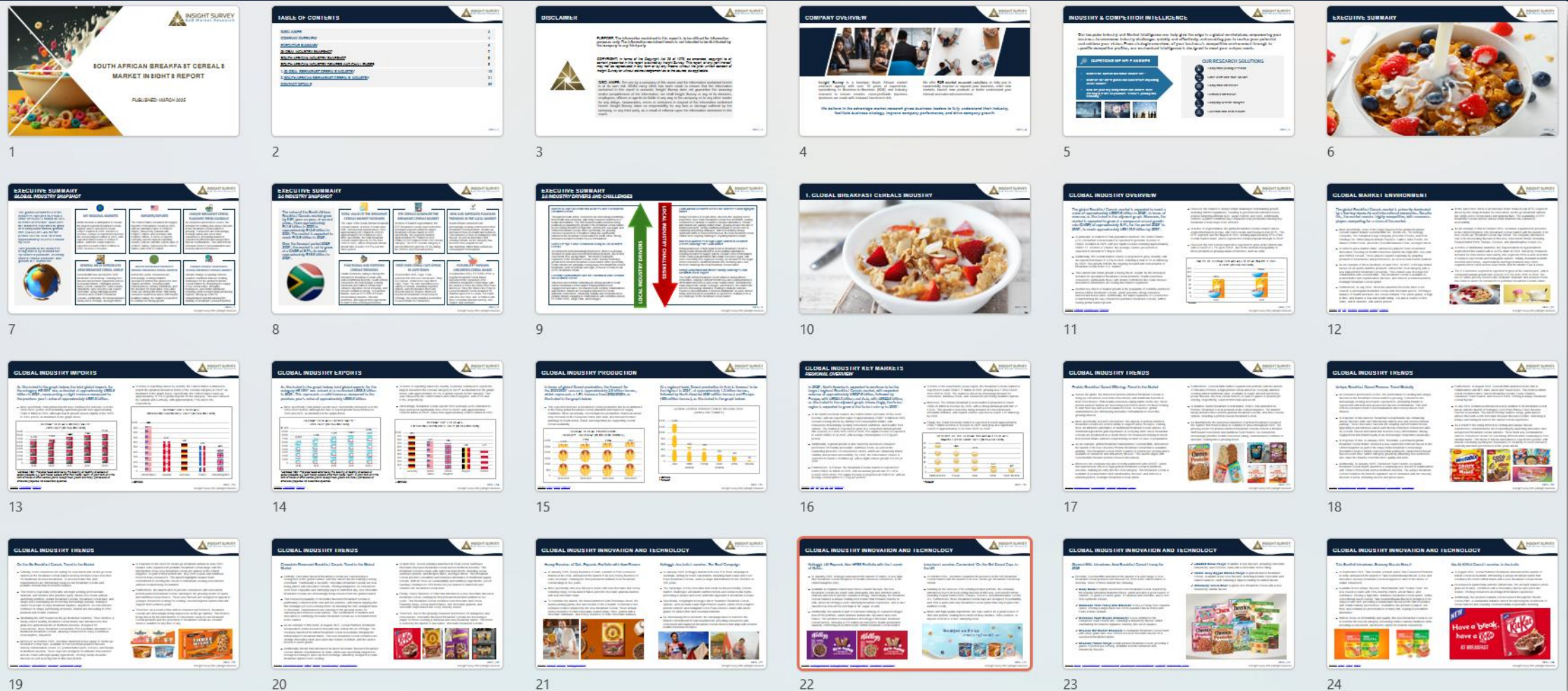
- What are the current market dynamics (market environment, trade, production) of the Global Breakfast Cereals industry?
- Which are the key markets within the Global Breakfast Cereals industry?
- What are the latest Global Breakfast Cereal industry trends, innovation and technology, drivers, and challenges?

For the South African Breakfast Cereals Industry Section:

- What are the current market dynamics (market size, market value, market volumes, production, imports and exports trade): 2019-2024 Actual, 2025-2029 Forecasts, and distribution channels?
- What are the key South African Breakfast Cereals industry trends, innovation and technology, drivers and challenges?

SCREENSHOTS FROM REPORT

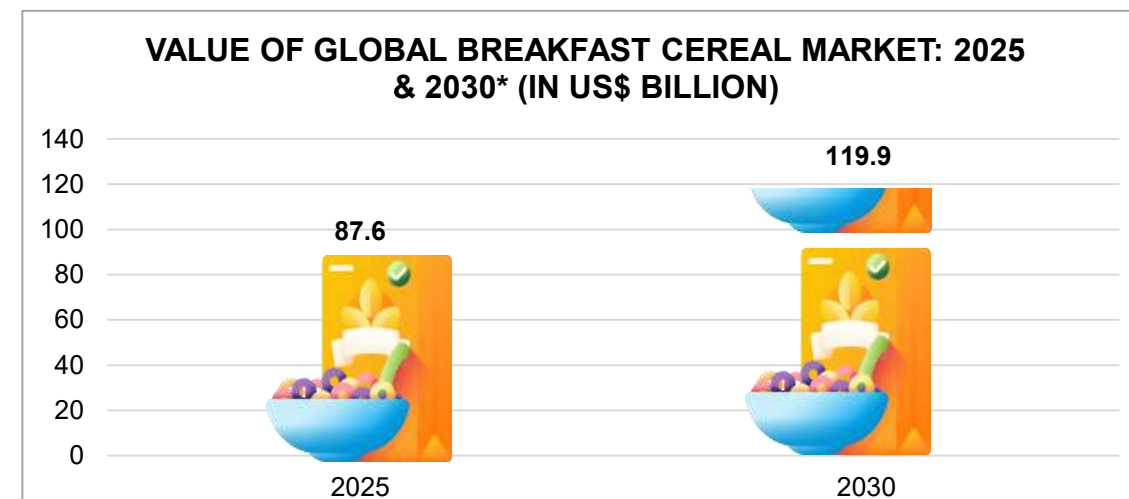
59-page report filled with detailed charts, graphs, and insights



The global Breakfast Cereals market is expected to reach a value of approximately US\$87.6 billion in 2025*, in terms of revenue, as illustrated in the adjacent graph. Moreover, the market is expected to grow at a compound annual growth rate (CAGR) of approximately 5.4%, for the period 2025* to 2030*, to reach approximately US\$119.9 billion by 2030*.

- In particular, in relation to total population numbers, the United States (U.S.) Breakfast Cereal market is expected to generate revenue of US\$23.03 billion in 2025, with per capita revenue reaching approximately US\$11.17. In terms of volume, the average volume per person is expected to amount to 1.8kg in 2025.
- Additionally, the overall market volume is projected to grow steadily, with an expected increase of 3.0% in 2026, reaching a total of 15.32 billion kg by 2030. This growth reflects the ongoing demand and consumption of Breakfast Cereal in the U.S. market.
- This current and future growth is being driven, in part, by the increased demand for specialised Breakfast Cereal products. Health-conscious consumers, particularly those with dietary restrictions like celiac disease and lactose intolerance are fueling this market expansion.
- Another key driver of market growth is the popularity of celebrity-endorsed limited-edition Breakfast Cereals, which generate strong consumer interest and boost sales. Additionally, the rapid expansion of e-commerce is transforming the way consumers purchase Breakfast Cereals, further fueling global market growth.

- However, the market is facing certain challenges constraining growth, including stricter regulations, resulting in governments introduced new policies targeting artificial dyes, sugar content, and more. Additionally, extreme weather conditions have impacted crop production causing key Breakfast Cereal crops to be affected.
- In terms of segmentation, the global Breakfast Cereals market can be segmented based on type, into Hot Cereals and Ready-to-Eat (RTE). The RTE segment was the largest in 2024, holding approximately 87% of the overall market share, and is expected to remain popular through to 2030*.
- However, the Hot Cereal segment is expected to grow at the fastest rate, with a CAGR of 4.7% up to 2030*, due to the increased popularity of these products in growing Asian economies, such as India.



* Forecast

Functional and Fortified Cereals Trending in the Market

- Health-conscious eating is driving the consumer-concentration for Breakfast Cereals with added nutritional benefits. South African consumers are increasingly seeking functional and fortified cereals that enhance digestion, boost immunity, and provide sustained energy. In response, brands are incorporating vitamins, minerals, probiotics, and high-protein ingredients to cater to this evolving preference.
- A recent study highlights that a significant portion of South African consumers prioritise fortified cereals containing added nutrients such as iron, fibre, probiotics, and omega-3 fatty acids. Functional cereals that support gut health, brain function, and heart wellness are gaining traction, with many consumers integrating them into their daily diets as part of a holistic approach to well-being.
- To meet this growing interest, both local and international brands are expanding their offerings with fortified cereals that deliver essential nutrients alongside several functional benefits, which are becoming increasingly common in the local Breakfast Cereal market. Some of the most sought-after ingredients include prebiotics, probiotics, high-protein formulations, and plant-based fortifications, catering to diverse dietary needs.
- For example, FUTURELIFE has expanded its range of Smart Foods with cereals that contain probiotics, high protein, and essential vitamins. Their Smart Food and High Protein Smart Food lines are scientifically formulated to offer sustained energy release, making them ideal for athletes, students, and busy professionals.
- Specifically, the company launched its Riley the Rhino Rice Pops designed for children aged 6 to 14 years. It is made with 93% rice flour, and is fortified with three essential minerals namely, zinc, copper, and selenium, which aid in supporting immune function.
- Moreover, the Breakfast Cereal contains less than half a teaspoon of sugar per bowl, and offers a healthier breakfast option for kids without compromising on taste. Riley the Rhino Rice Pops provides a nutritious and enjoyable way for children to start their day, and is now available nationwide.
- The introduction of functional breakfast cereals with superfoods such as chia seeds, flaxseeds, and quinoa is also growing. Local brands are emphasising the benefits of immune support, digestive wellness, and muscle recovery, making these cereals a preferred choice for consumers following fitness-focused and holistic health lifestyles.
- As evidenced by these examples, South Africans are increasingly prioritising health-focused breakfast cereals, looking for products that not only provide essential nutrients but also offer additional functional benefits. As a result, the trend of fortified and functional cereals is expected to continue growing, with brands innovating new products to cater to evolving consumer demands.

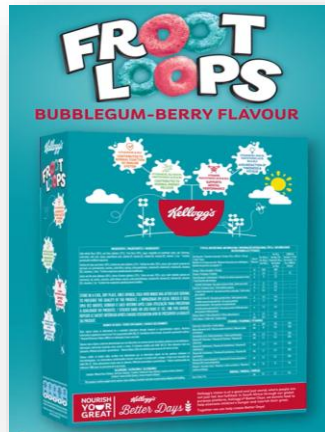


Kellogg's Announces the Expansion of its Froot Loops Range with New Bubblegum Berry Flavour

- In November 2024, Kellogg's announced the expansion of its Froot Loops range with the introduction of a new Bubblegum Berry flavour.
- This new variant brings a colourful and crunchy twist to breakfast, designed for those who enjoy fruity and sweet cereal flavours. In addition to its vibrant taste, it contains 25% less sugar than previous formulations, making it a more balanced option for families. The Breakfast Cereal is also fortified with essential vitamins and iron, supporting children's growth and development by contributing to their daily nutritional needs.
- This Breakfast Cereal contains 25% less sugar, and is fortified with essential vitamins and iron, supporting the nutritional needs of children. Froot Loops Bubblegum Berry is now available in stores nationwide.



Kellogg's
Kellogg's



Bokomo Introduces its Newly Improved Corn Flakes Recipe

- In November 2024, Bokomo introduced its newly improved Corn Flakes recipe, now with an extra toasty flavour for added crunch.
- Furthermore, this updated version offers a new taste while maintaining the familiar, classic Breakfast Cereal option that families love. The enhanced texture and flavour aims to provide a more satisfying and crispy bite, making it a great choice for both children and adults.
- The new Bokomo Corn Flakes contain 92% genetically modified maize as the primary ingredient, along with sugar, barley malt extract (which contains gluten), salt, emulsifiers, and a range of vitamins and minerals. These include vitamins A, B1, B2, B3, B5, B6, B7, B9, and B12, as well as electrolytic iron, zinc oxide, and sodium selenite, which contribute to the nutritional value of the Breakfast Cereal.



TABLE OF CONTENTS

EXECUTIVE SUMMARY (3 Pages)

Global Industry Snapshot

South African Industry Snapshot

South African Industry Drivers and Challenges

1. GLOBAL BREAKFAST CEREALS INDUSTRY (20 Pages)

1.1 Global Industry Overview: **VALUE OF THE GLOBAL BREAKFAST CEREALS MARKET: 2025* & 2030* (IN US\$ BILLION) (Graph)**

1.2 Global Industry Market Environment

1.3 Global Industry Imports: **HS1904*: CEREALS IMPORT VALUE: 2019-2023* (IN US\$ MILLION); HS1904*: TOP 5 CEREALS IMPORTING COUNTRIES: 2023* (IN US\$ MILLION) (Graphs)**

1.4 Global Industry Exports: **HS1904*: CEREALS EXPORT VALUE: 2019-2023* (IN US\$ MILLION); HS1904*: TOP 5 CEREALS EXPORTING COUNTRIES: 2023* (IN US\$ MILLION) (Graphs)**

1.5 Global Industry Production: **GLOBAL CEREAL PRODUCTION: 2020/2021-2023/2024* (IN MILLION TONNES); GLOBAL CEREAL PRODUCTION BY REGION: 2024* (IN MILLION TONNES) (Graphs)**

1.6 Global Industry Key Markets: Regional Overview: **REVENUE OF THE GLOBAL BREAKFAST CEREALS MARKET BY REGION: 2025* (IN US\$ BILLION) (Graph)**

1.7 Global Industry Trends

1.8 Global Industry Innovation and Technology

1.9 Global Industry Drivers

1.10 Global Industry Challenges

TABLE OF CONTENTS

2. SOUTH AFRICAN BREAKFAST CEREALS INDUSTRY (27 Pages)

- 2.1 South African Industry Overview
- 2.2 South African Industry Trade: Imports and Exports of Cereal: **SA CEREAL (HS1904**) IMPORTS: 2019-2023* (IN ZAR MILLION); SA CEREAL (HS1904**) EXPORTS: 2019-2023* (IN ZAR MILLION) (Graphs)**
- 2.3 South African Industry Production: **SA CEREAL PRODUCTION (IN THOUSAND TONNES) (Table)**
- 2.4 South African Industry Market Size: South African Breakfast Cereals Market Definitions
- 2.5 South African Industry Market Size: South African Breakfast Cereals Distribution Channel Definitions
- 2.6 South African Industry Market Size: Breakfast Cereals Market (2019-2024): **VALUE OF SA BREAKFAST CEREALS MARKET: 2019-2024 (IN ZAR MILLION); SA BREAKFAST CEREALS MARKET CAGR AND TOTAL GROWTH IN PERCENTAGE (Graph and Table)**
- 2.7 South African Industry Market Size: RTE Cereals Market (2019-2024: By Sub-Category): **VALUE OF SA RTE CEREALS MARKET BY SUB-CATEGORY: 2019-2024 (IN ZAR MILLION) (Graph)**
- 2.8 South African Industry Market Size: Breakfast Cereals Market (Forecast: 2025*-2029*): **VALUE OF SA BREAKFAST CEREALS MARKET: 2024 & 2029* (IN ZAR MILLION); SA BREAKFAST CEREALS MARKET VALUE FORECAST BY CATEGORY (IN ZAR MILLION) (Graph and Table)**
- 2.9 South African Industry Market Size: Breakfast Cereals Market Volumes (2019-2029*): **RETAIL VOLUME OF SA BREAKFAST CEREALS MARKET BY SEGMENT: 2019-2029* (Table)**
- 2.10 South African Market Environment: Breakfast Cereals Distribution Channels: **CHANNEL DISTRIBUTION FOR BREAKFAST CEREAL PRODUCTS: 2024 (IN PERCENTAGE); CHANNEL DISTRIBUTION (2019 AND 2024) BY OUTLET TYPE (Graph and Table)**
- 2.12 South African Industry Trends
- 2.13 South African Industry Innovation and Technology
- 2.14 South African Industry Drivers
- 2.15 South African Industry Challenges

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