

SOUTH AFRICAN BREAKFAST CEREALS INDUSTRY INSIGHTS BROCHURE

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COMPANY OVERVIEW



Insight Survey is a boutique South African market research agency with over 15 years of experience, specialising in Business-to-Business (B2B) and Industry research to ensure smarter, more-profitable business decisions are made with reduced investment risk.

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 Industry Landscape Report (131 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, manufacturing/distributor overview, retail and pricing analysis.

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?

For the South African Breakfast Cereals Manufacturer & Distributor Section:

- Which are the key manufacturing and distributor players in the South African Breakfast Cereals industry?
- For each key player, what is the latest company news in terms of products, services, new launches, and marketing initiatives?
- Which popular Breakfast Cereal brands and products do the respective companies manufacture/distribute?

For the South African Breakfast Cereals Flavour, Retail and Pricing Analysis Section:

- What are the current Breakfast Cereals flavour trends and prominent Breakfast Cereals flavours in the local market?
- Which are the house brands and products among key retail players (supermarkets) in the South African Breakfast Cereals industry?
- What are the prices of popular Breakfast Cereal brands (Breakfast Cereals, Gluten-Free Breakfast Cereals, and Breakfast Cereal Bars) across South African retail outlets?

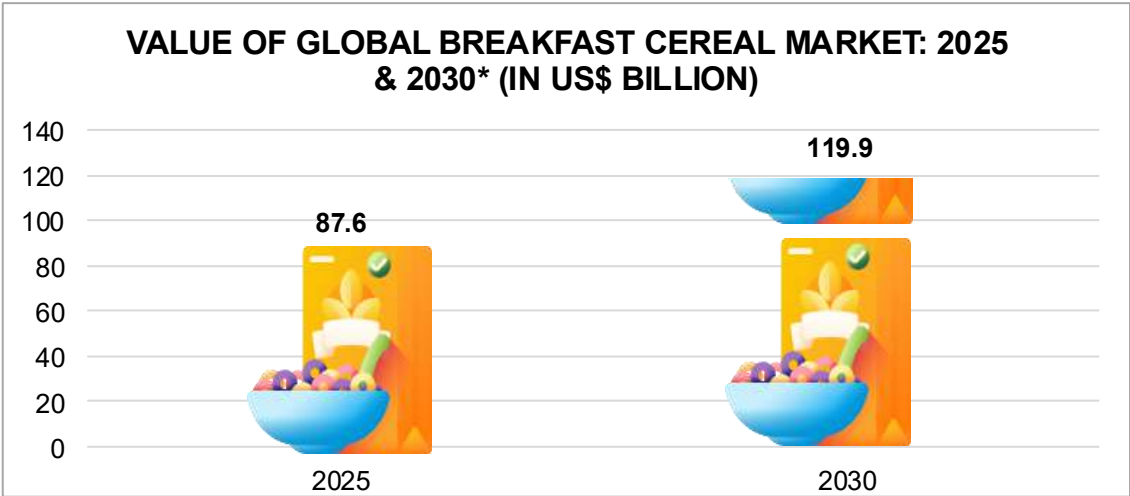
131-page report filled with detailed charts, graphs, and insights

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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

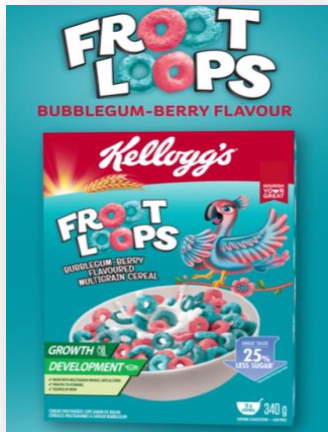
Functional and Fortified Cereals Trending in the Market

- 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.

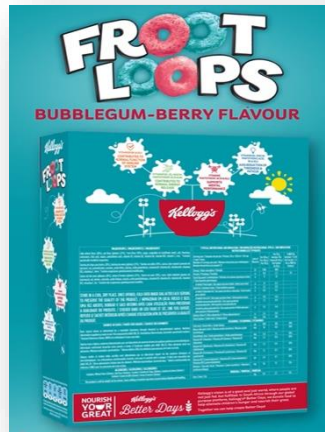


Kellogg's Announces the Expansion of its Froot Loops Range with New Bubblegum Berry Flavour

- 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.



SAMPLE FROM REPORT

KELLOGG'S: OVERVIEW



Kellogg's Announces the Reduction of Sugar Content in its Breakfast Cereals

In December 2024, Kellogg's announced the reduction of sugar content in its Coco Pops, Rice Krispies Vanilla, and Froot Loops Breakfast Cereals by 25% as part of its ongoing commitment to improving child nutrition. In addition, the reformulated Breakfast Cereals are also fortified with iron, and is high in seven B vitamins, amongst other benefits. [\(20 December 2024\)](#)



Kellogg's Host a Competition to Promote its Kid's Breakfast Cereal Products

In December 2024, Kellogg's hosted a competition to promote its kid's Breakfast Cereal products. To enter participants were required to purchase two Kellogg's kid's Breakfast Cereal products, contact and follow the prompts and upload their receipt. In addition, participants stood a chance to win one of 50 school fee bursaries worth R10,000. [\(18 December 2024\)](#)



Kellogg's Announces the Launch of its New Froot Loops Breakfast Cereal Flavour

In November 2025, Kellogg's announced the launch of its new bubblegum berry flavour Froot Loops Breakfast Cereal. More specifically, this Breakfast Cereal contains 25% less sugar, and is a blend of wheat, oats, and corn. Additionally, the product is high in seven B vitamins that help to support normal energy release and helps reduce tiredness and fatigue. [\(25 November 2024\)](#)



Kellogg's Launches a New Cinnamon Honey Corn Flakes Breakfast Cereal

In November 2024, Kellogg's announced the launch of its new cinnamon honey corn flakes Breakfast Cereal. More specifically, this product features a cinnamon and honey flavour profile. In addition, the product contains a good source of fibre, six essential vitamins, along with significant levels of vitamin A, zinc, and iron, contributing to a healthy and active lifestyle. [\(4 November 2024\)](#)



Kellogg's Partners with 'Food Forward SA' to Help Disadvantaged Communities

In October 2024, Kellogg's Springs demonstrated its commitment to social responsibility by partnering with 'Food Forward SA' to support disadvantaged communities. Employees from across the organisation volunteered their time to pack boxes containing a variety of Kellogg's products to those in need, including All Bran, and Rice Krispies, amongst others. [\(31 October 2024\)](#)



Kellogg's Announces its Commitment to Combating Hunger Locally and Globally

In October 2024, Kellogg's announced its commitment to combating hunger and fostering potential through its 'Breakfasts for Better Days' initiative, targeting the creation of 3 billion better days by 2025. Furthermore, this initiative aims to provide immediate relief while working with farmers and other partners to develop long-term solutions to food insecurity. [\(17 October 2024\)](#)



Kellogg's Hosts a Competition to Promote its Frosties Breakfast Cereal

In April 2024, Kellogg's, hosted a competition to promote its Frosties Breakfast Cereal product. To enter participants were required to buy a pack of 400g Frosties, take a picture of the person they will be sharing their reward with and tag Kellogg's in their post. Additionally, participants stood a chance to win one of ten R5,000 shopping vouchers. [\(15 April 2024\)](#)



Kellogg's Announced the Launch of its New Granola Wellness Range

In March 2024, Kellogg's announced the launch of its new granola wellness Breakfast Cereal range. This product range includes two distinct varieties designed to meet different consumer needs namely, Granola Cocoa Delight and Granola Cinnamon Crunch Lite. Additionally, these products are formulated to provide a high energy boost, and contain high fibre, respectively. [\(1 March 2024\)](#)



SAMPLE FROM REPORT

BREAKFAST CEREALS PRICING ANALYSIS

BRAND AND SIZE			Checkers	Dis-Chem +	Pick n Pay	SPAR	Woolworths
Bokomo Granola		750g	R74.99	R77.99	R78.99	R89.99	N/A
Bokomo Traditional Oats		1kg	R42.99	R39.99	R41.99	R39.99	N/A
Bokomo WEET-BIX		450g	R36.99	R37.99	R36.99	R38.99	R36.99
		900g	R64.99	R68.99	R64.99	R73.49	R68.99
FUTURELIFE Granola Crunch Smart Food		425g	R54.99	R54.99	R78.99	N/A	R57.99
FUTURELIFE High Protein Smart Food		500g	R84.99	R84.99	R86.99	R84.99	R87.99

This pricing analysis was conducted at retail stores and supermarkets during February 2025.

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– *Comparative pricing at Checkers, Dis-Chem, Pick n Pay, SPAR, and Woolworths*

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– *Comparative pricing at Checkers, Dis-Chem, Pick n Pay, SPAR, and Woolworths*



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