

CATEGORY ADVICE 2023

CEREALS



- **Market Insights**
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Market Insight

CATEGORY ADVICE
2023

On average cereal costs 20p per serving
and 77% of consumers think that cereal is a good value option or breakfast.
(Mintel Breakfast Cereals Report 2022)

Cereals are bought by 95% of all UK households
and is a major category within the shoppers mindset.
(Kantar Worldpanel April 2023)

The strongest periods of demand are when consumers return to routines
such as January, post Easter and back to school with a peak in shopper numbers seen at these times.
(Nielsen Answers March 2023)

Cereals is present in 59% of all breakfast occasions.
(Dipsticks Consumer Research Feb 2023)

77% of people like cereal that contributes towards their daily nutrient intake.
(Mintel Breakfast Cereals Report 2022)

Cereal is the No.1 choice in breakfast occasions
and in over twice as many breakfasts as toast.
Cereal is worth £1.3bn in the latest year.
(Kelloggs Project Landmark – rolling Qtrs' to Q4 2021 & IRI Plussuite data L52we to 31st October 2022)



Market Insight

CATEGORY ADVICE
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Cereal is bought on average up to 21 times per year. An average of 34 boxes bought per buyer per year.

Keep availability in your store high to address consumer demand.

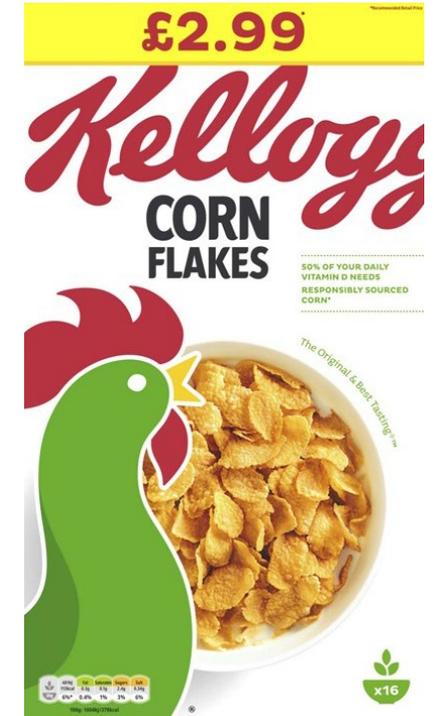
Kantar WPO L52we to 30th October 2022



Ensure that promotions are well executed and visible instore as shoppers are currently very responsive towards strong value offerings.



Focus on making sure you range SKUs that are most appealing to families, such as Cornflakes and Weetabix.



In 2022, cereal NPD accounted for over £16m of sales.

Kellogg's have had the biggest NPD launches for the last 5 years. Ensure you are up to date with the newest NPD in the market and are ranging key lines.

On the go cereals have grown 16% year-on-year – adding £9m to the cereal category.

Make sure you are stocking the top sellers within the Portable category to tap into the on-the-go trend.

IRI Plussuite data L52we to 31st October 2022

PRICE MARKED PACKS

9 of the top 10 selling cereal packs are price marked: 81% of consumers say they are less confusing than non-PMPs and stock PMP packs where possible to make sure pricing is clear and transparent for consumers.

IRI Plussuite data L52we to 31st October 2022





Must Stock Lines

CATEGORY ADVICE
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These are the 'Must Stock' lines which shoppers expect to see in a convenience store.
By stocking these lines, you will be meeting your shoppers' needs and therefore they will visit your store again.

CEREALS

CEREALS

PORTABLE

CEREAL BARS



Must Stock Lines

CATEGORY ADVICE
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1



WEETABIX PM £3.69
24 BISCUITS
SKU CODE: 811856

5



KELLOGG'S SPECIAL K ORIGINAL
PM £3.29 500G
SKU CODE: 813531

2



KELLOGG'S CRUNCHY NUT PM £3.29
500G
SKU CODE: 770356

6



KELLOGG'S RICE KRISPIES PM £3.29
510G
SKU CODE: 770267

3



KELLOGG'S CORN FLAKES PM £2.99
500G
SKU CODE: 770278

7



KELLOGG'S KRAVE PM £3.29
410G
SKU CODE: 770323

4



KELLOGG'S COCO POPS PM £3.29
480G
SKU CODE: 770345

8



SHREDDIES THE ORIGINAL PM £3.25
460G
SKU CODE: 815892



Must Stock Lines

9



**QUAKER OAT SO SIMPLE
GOLDEN SYRUP PORRIDGE 360G**
SKU CODE: 813681

13



**KELLOGG'S FROSTIES PM £3.29
470G**
SKU CODE: 813533

10



**ALPEN THE ORIGINAL PM £2.89
550G**
SKU CODE: 782877

14



**NESTLE CHEERIOS MULTIGRAIN
PM £3.25 390G**
SKU CODE: 814893

11



**KELLOGG'S KRAVE
COOKIES & CREAM PM £3.29 410G**
SKU CODE: 771776

15



**KELLOGG'S FRUIT 'N' FIBRE PM £2.99
500G**
SKU CODE: 770301

12



**NESTLE COOKIE CRISP PM £3.25
375G**
SKU CODE: 814891

16



**NESTLE NESQUICK PM £.3.25
375G**
SKU CODE: 814889



Must Stock Lines

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17



WEETABIX ON THE GO VANILLA DRINK
PM £1 250ML
SKU CODE: 724395

21



RICE KRISPIES SQUARES
MARSHMALLOW PM 69P 28G
SKU CODE: 807247

18



KELLOGG'S VARIETY PM £2.99
196G
SKU CODE: 813547

22



RICE KRISPIES SQUARES
DELIGHTFULLY CHOCOLATEY
PM 69P 36G
SKU CODE: 807260

19



QUAKER OAT SO SIMPLE
GOLDEN SYRUP PORRIDGE POT
PM £1.29 57G
SKU CODE: 812358

23



RICE KRISPIES SQUARES
CARAMEL & CHOCOLATE PM 69P 36G
SKU CODE: 807214

20



QUAKER OAT SO SIMPLE
ORIGINAL PORRIDGE POT
PM £1.29 45G
SKU CODE: 812356

24



RICE KRISPIES CARAMEL & CHOCOLATE
PM £1.99 4 X 36G
SKU CODE: 721646



Must Stock Lines

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25



**RICE KRISPIES SQUARES
MARSHMALLOW PM £1.99 4 X 28G**
SKU CODE: 721668

28



**BELVITA SOFT BAKES
CHOCOLATE CHIP PM 69P 50G**
SKU CODE: 812244

26



**RICE KRISPIES SQUARES
DELIGHTFULLY CHOCOLATE
PM £1.99 4 X 36G**
SKU CODE: 721657

29



**EAT NATURAL FRUIT & NUT BAR
ALMOND & APRICOT 50G**
SKU CODE: 610232

27



**GRENADE WHITE CHOCOLATE
COOKIE BAR 60G**
SKU CODE: 435382

30



**KELLOGG'S COCO POPS
PM 59P 20G**
SKU CODE: 687031



Must Stock Lines

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31



COCO POPS CEREAL MILK BAR
PM £1.39 6 X 20G
SKU CODE: 721613

34



**KELLOGG'S NUTRI-GRAIN
STRAWBERRY PM 69P**
SKU CODE: 807225

32



**KELLOGG'S CRUNCHY NUT
BUTTER BAR COCOA HAZELNUT 45G**
SKU CODE: 743843

35



**KELLOGG'S NUTRI-GRAIN
BAKES RAISIN PM 69P 45G**
SKU CODE: 807258

33



**KELLOGG'S NUTRI-GRAIN APPLE
PM 69P 37G**
SKU CODE: 807236



**For more information including planograms
and advice on other key ranges, go to
www.bestwaywholesale.co.uk/categoryadvice**