



# Hot & Cold Cereal Market Trends November 2021



**For more information, please contact  
Tree Top Ingredients at  
509-698-1435**

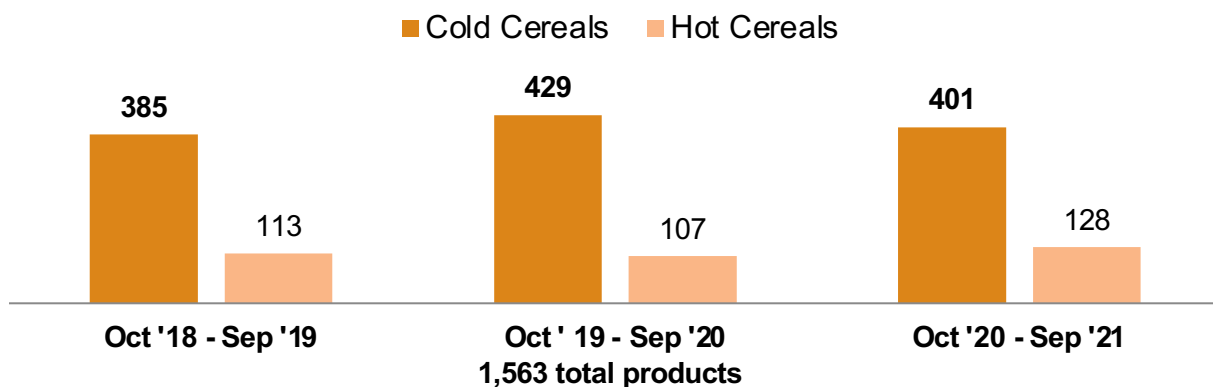
Contributing Editor  
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## Hot and Cold Cereal Trends November 2021

Tree Top is proud to partner with Mintel to provide our customers with the latest research and new product introductions. Mintel is the world's leading market intelligence agency offering perspectives, purchasing data and insights.

### US: Launch Activity of Hot & Cold Cereal, October 2018 – September 2021



### US: Top Fruit Ingredients in Hot and Cold Cereal Launches, October 2018 – September 2021

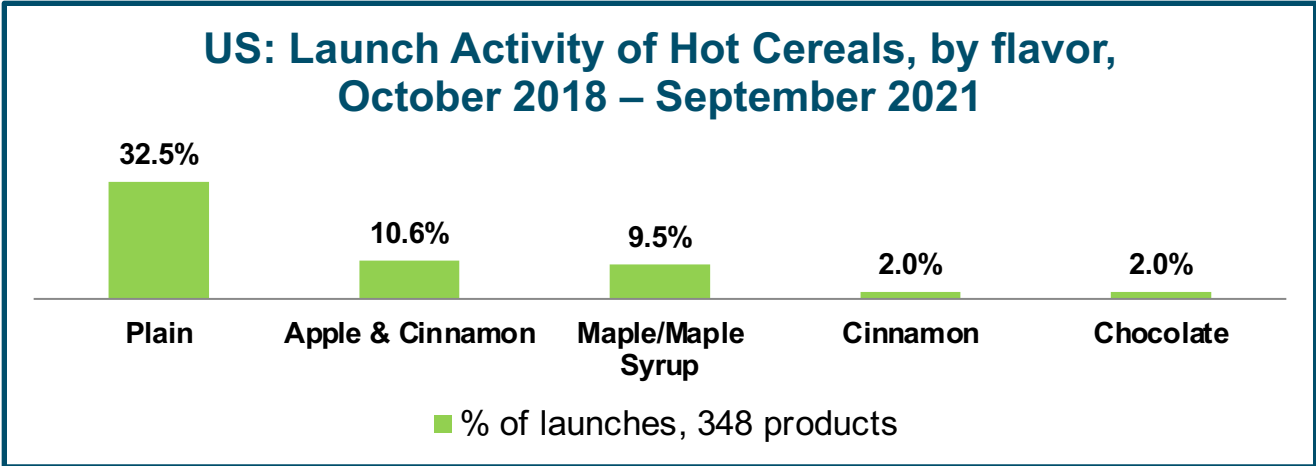
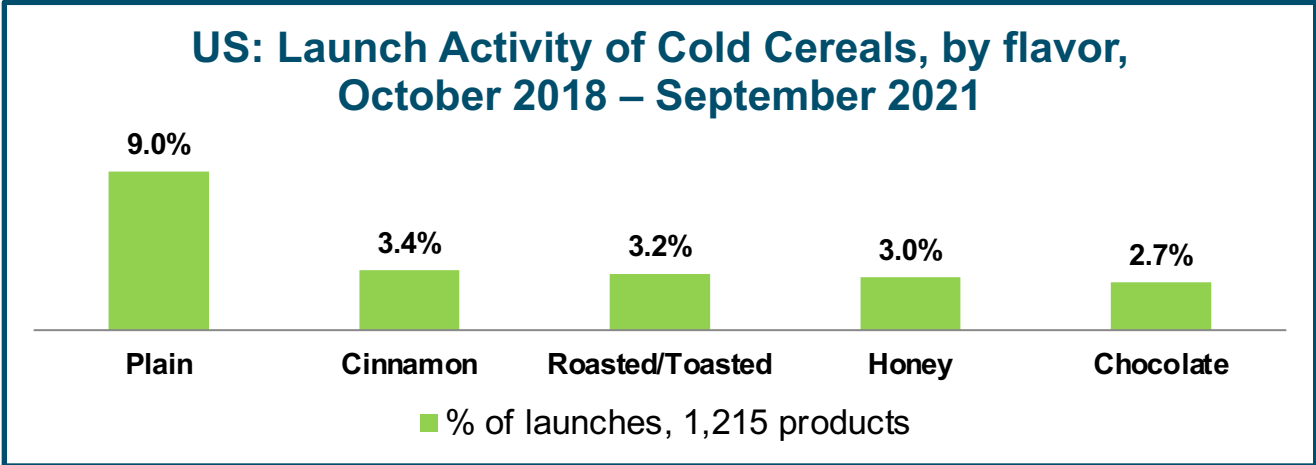
Fruit	Oct '18 – Sep '19	Oct '19 – Sep '20	Oct '20 – Sep '21	Total Sample
Raisins	40	40	50	130
Apple	46	28	36	110
Blueberry	33	36	35	104
Cranberry	32	33	21	86
Strawberry	19	22	25	66
Monk Fruit Extract	9	19	32	60
Date	23	18	19	60
Banana	18	16	9	43
Raspberry	10	15	12	37



## Hot and Cold Cereal Trends November 2021

### Breakfast Cereal Consumers Look for Interesting & Unique Flavors

While consumers often have a favorite breakfast cereal, trying new cereals and experimenting with flavors forms a significant part of being a cereal consumer. This is a category in which experimentation plays a key part of the purchasing process. **25% of adults in the US are motivated to try a new cereal if it has a unique flavor.** While breakfast remains the most popular occasion to eat cereals, the rise of snacking culture can take breakfast cereals into new directions. As part of this, new and exciting flavors can pique consumers' interest and make cereals a more appetizing and credible option for different parts of the day.



Base: US; 2,000 interest users aged 18+ ; Source: Lightspeed Mintel

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Source: A Year of Innovation in Breakfast Cereals, 2021 ; Mintel's Global New Products Database





## Hot and Cold Cereal Trends November 2021

### 2021 Hot Cereal Launches – Apple & Cinnamon Flavored



True Goodness by Meijer Organic Apple Cinnamon Flavored Instant Oatmeal with Probiotics is naturally flavored, and provides 7g protein and 5g fiber per serving.



Simple Truth Organic Probiotic Apple Cinnamon Instant Oatmeal is said to be powered by Ganeden BC30 Probiotic for digestive and immune health.



Bob's Red Mill Apple Pieces & Cinnamon Instant Oatmeal contain blend of wholegrain rolled oats, nourishing flaxseed and real apples and cinnamon.

### 2021 Cold Cereal Launches – Fruit Flavored



Clif Cereal Blueberry & Almond Butter Cereal provides 8g protein, 8g fiber, 29g whole grains and 7g total sugar per serving



Purely Elizabeth Pumpkin Cinnamon Ancient Grain Granola is made with organic quinoa, amaranth and chia, and are claimed to feature delicious taste and nutrient-dense ingredients.



Happy Belly Strawberry Good Balance Cereal contains crispy wheat and rice cereal with real strawberries & is free from artificial flavors.



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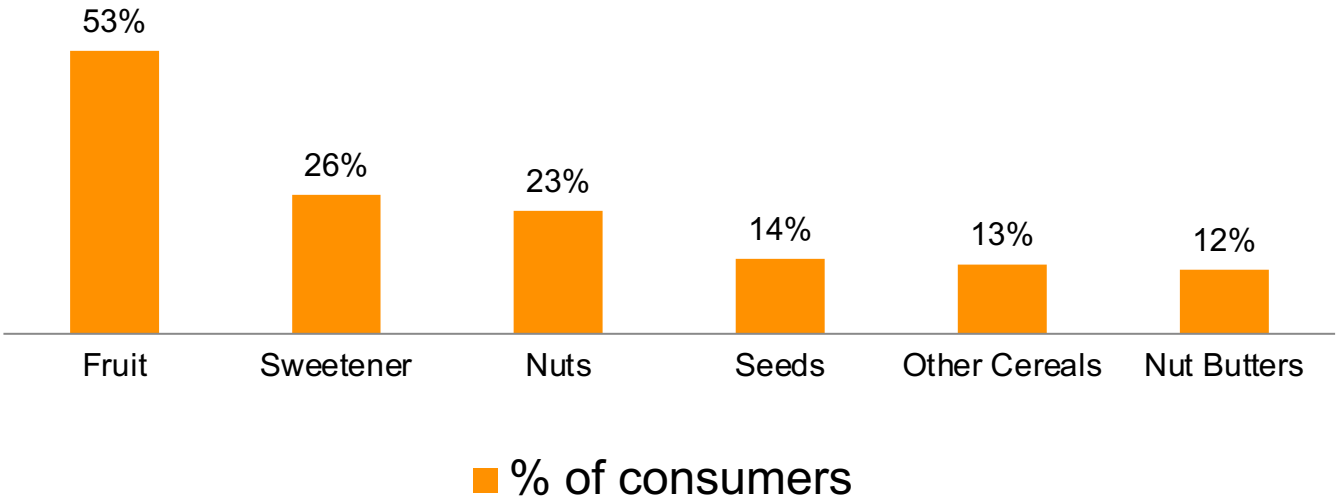
### Nearly all cereal consumers add other ingredients to cereal

**89% of households that eat cereal add some additional ingredient, with unflavored dairy milk and fruit being the most popular additions.**

Knowing that consumers are already adding ingredients to their cereal, brands can provide direction on which ingredients would pair well with their products and call attention to how additional pairings could improve taste, satiety or health. *Mintel's Breakfast Foods – US, 2020 consumer report finds that 54% of breakfast eaters note that “healthy” is an important attribute when selecting their breakfast, 51% note “flavorful” and 48% note “filling”.* Flavored milks, sweeteners, fruits or seasonings such as cinnamon can improve taste to lightly or non-sweetened options; nuts, nut butters and seeds can provide satiety to less-filling options; a host of ingredients can improve protein and fiber content to position cereal as a healthful choice.

### Cereal Pairings

*What additional ingredients have you or someone in your household added to cereal in the past six months?*



Source: Lightspeed/Mintel  
Base: 1,806 internet users aged 18+ whose household has eaten cereal in the past six month



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Source: Hot & Cold Cereal – US – 2021 Consumer Report

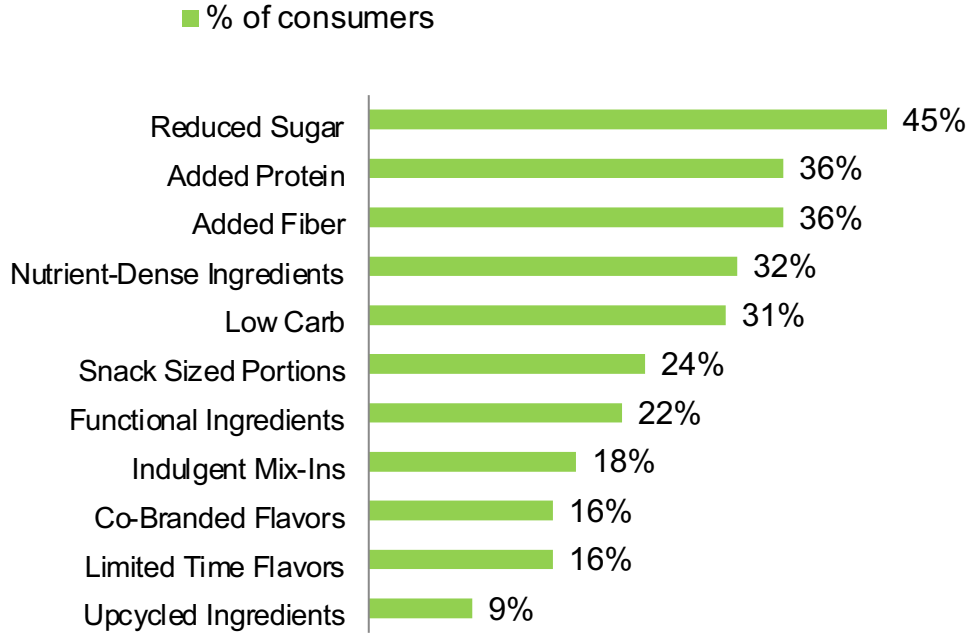




## Hot and Cold Cereal Trends November 2021

### Interest in Cereal Innovation

Which of the following cereal innovations would you be interested in?



Base: 2,000 internet users aged 18+  
Source: Kantar Profiles/Mintel

## Give Cereals a Better-For-You Boost

Health improvements generated the most interest from US adults, outpacing packaging and flavor innovation surveyed, indicating that health is a gap consumers have identified in the market. Cereal is a breakfast staple and consumers care about starting their morning with something healthy. Mintel’s *Breakfast Foods – US, 2020* consumer report finds that 54% of breakfast eaters identify “healthy” as an important breakfast attribute.

Brands hoping to retain the breakfast occasion will need to make health a focal point of product development and messaging. Reduced sugar, added nutrients such as fiber and protein, as well as functional ingredients including probiotics or collagen can improve the nutritional profile of cereals. **Additionally, brands can encourage consumers to personalize their cereal to get the nutrition that’s important to them, such as adding almond butter for extra protein or fruit for additional fiber.**



## TOP GOOD VALUE Rated Hot & Cold Cereal Launches with Fruit Ingredients, 2021



**Foodhold**  
 Apple & Cinnamon  
 Instant Oatmeal  
**69% Good Value Rating**  
 \$ 1.79



**Quaker Oats**  
 Apples & Cinnamon  
 Oatmeal  
**69% Good Value Rating**  
 \$ 1.86



**Kellogg**  
 Toasted Oats & Honey Cereal  
**63% Good Value Rating**  
 \$ 1.99



**Quaker Oats**  
 Cranberry Almond Instant Oatmeal  
**62% Good Value Rating**  
 \$ 2.69



**Kellogg**  
 Red Berries Cereal  
**58% Good Value Rating**  
 \$ 1.99

## TOP TASTY Rated Hot & Cold Cereal Launches with Fruit Ingredients, 2021



**General Mills**  
 Multigrain Cheerios w/ Real Strawberries  
**74% Tasty Rating**



**Quaker Oats**  
 Oats, Honey, Raisins & Almonds Granola  
**71% Tasty Rating**



**Kellogg**  
 Raisin Bran  
**70% Tasty Rating**



**Clif Bar & Company**  
 Apple Cinnamon & Almond Butter Cereal  
**69% Tasty Rating**



**Kellogg**  
 Blueberry Cereal  
**69% Tasty Rating**



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Source: Mintel Purchase Intelligence





## Snapshot of Consumer Feedback

The following verbatims are purchase intent respondents for **Hot and Cold Cereal with Fruit Ingredients Launched in 2021**

### Why They Would Buy

*"I like the flavor and price is great. It's all natural and seems to be quality."*

- FEMALE 35-54 MIDWEST

*"Its strawberry flavor and I really like strawberry flavored products and I feel it would taste very good. I never had this and is an interesting product so I would like to try it soon."*

- FEMALE 18-34 NORTHEAST

*"The nutrition facts on the front of the box are great such as protein, fiber, whole grains, and total sugar. The flavor sounds good and I suspect ingredients are pretty good."*

- FEMALE 35-54 SOUTH

### 1<sup>st</sup> Review



### 2<sup>nd</sup> Review



### 3<sup>rd</sup> Review



Research Methodology: All scores displayed in any report are based on T2B (Top 2 Box), excluding Instant Reaction ratings.