

# Breakfast Cereals in Canada

November 2023

Table of Contents

## Breakfast Cereals in Canada - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Breakfast cereals continue to experience slower growth  
Muesli and granola perform relatively well  
Leading companies embrace social media campaigns to engage with consumers

#### PROSPECTS AND OPPORTUNITIES

Breakfast cereal sales expected to decline in value and volume  
Health Canada contemplates restrictions on advertising breakfast cereals to children  
Social media emerges as a vital tool for consumer engagement

#### CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2018-2023  
Table 2 - Sales of Breakfast Cereals by Category: Value 2018-2023  
Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2019-2023  
Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2020-2023  
Table 7 - Distribution of Breakfast Cereals by Format: % Value 2018-2023  
Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028  
Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2023-2028  
Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028  
Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

## Staple Foods in Canada - Industry Overview

### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture  
Key trends in 2023  
Competitive Landscape  
Channel developments  
What next for staple foods?

#### MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2018-2023  
Table 13 - Sales of Staple Foods by Category: Value 2018-2023  
Table 14 - Sales of Staple Foods by Category: % Volume Growth 2018-2023  
Table 15 - Sales of Staple Foods by Category: % Value Growth 2018-2023  
Table 16 - NBO Company Shares of Staple Foods: % Value 2019-2023  
Table 17 - LBN Brand Shares of Staple Foods: % Value 2020-2023  
Table 18 - Penetration of Private Label by Category: % Value 2018-2023  
Table 19 - Distribution of Staple Foods by Format: % Value 2018-2023  
Table 20 - Forecast Sales of Staple Foods by Category: Volume 2023-2028  
Table 21 - Forecast Sales of Staple Foods by Category: Value 2023-2028  
Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028  
Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/breakfast-cereals-in-canada/report](http://www.euromonitor.com/breakfast-cereals-in-canada/report).