

# Breakfast cereal category reflects global trends

Words by Alexandra Locke

As the number of breakfast cereals on Australian supermarket shelves continues to increase, new research by the Grains & Legumes Nutrition Council (GLNC) published earlier this year, has highlighted key areas of innovation in a rapidly growing market.<sup>1</sup>

A number of global trends were represented in this expanding sector, with the granola and cluster category leading the expansion - increasing three-fold since 2013. Changes in on-pack claims reflect one of the biggest trends in food, with a nine-fold increase in plant-based claims in the last eight years.

Highlighting another key trend, data analysis revealed that the majority of breakfast cereals on Australian supermarket shelves were a source of dietary fibre, an important nutrient for good gut health. Mounting evidence suggests a healthy gut microbiome may assist in supporting our immune system and maintaining overall health.

Results also reflected significant industry efforts to boost the nutrient profile of Australian cereals, with improvements in protein, carbohydrate, sugar, dietary fibre and sodium in the majority of products since 2013.

Whole grain cereals emerged as the clear winners, containing significantly more protein and fewer carbohydrates, sugar and salt than non-whole grain options.

Findings from this data shows that cereals can be a convenient and valuable source of whole grains, plant protein and gut friendly dietary fibre.

Read the full paper on GLNC's website [here](https://www.mdpi.com/2072-6643/13/2/489) (https://www.mdpi.com/2072-6643/13/2/489).

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## SINCE THE LAST AUDIT IN 2018:



**56** new breakfast cereals on shelf



**83%** source of fibre, min 2g per serve



**66%** source of whole grain, min 8g per serve



**65%** low in sodium, less than 120mg per 100g



**58%** are low in sugar, with less than 15g per 100g



**62%** had a Health Star Rating of 4 or above

### References

1. Crosier, E, Hughes, J, Duncombe, S, Grafenauer, S. (2021). *Back in Time for Breakfast: An Analysis of the Changing Breakfast Cereal Aisle. Nutrients.* <https://doi.org/10.3390/nu13020489>