

FOCUS ON

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Kellogg's CRUNCHY NUT



2ND BIGGEST CEREAL

BRAND IN CONVENIENCE*



Cereal sales peak during Back to School, with taste the top driver of choice.¹



Flavoured cereal is the biggest growth segment, up +2.5%.¹



PMPs account for **two-thirds** of sales, while promotions drive **33%**.^{1,2}

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*Source: Nielsen | Cereal | Total Impulse | Value, Units, ROS Value | Latest 52 weeks.

1. NielsenIQ, Total Cereals, Indies and Symbols, 52w 22/2/2026
2. NielsenIQ, Total Cereals, Total Market, 52w to 28/3/2026

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Great taste!



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Dear Retailer,

The 'Focus On' guides by Plan for Profit are specifically designed for the independent retailer. Each guide contains expert product and category insight to help you make the most of opportunities in store and meet the needs of your customers.

This edition focuses on cereal, a **£62 million** category in the Symbols and Independents channel. Despite its scale, it is underperforming versus the total market. The opportunity is to shift shoppers from distress to planned purchases. This guide highlights key actions to grow sales through category performance, seasonal trends and must-stock lines.

All copies of the Focus On Guides are available to review on the Plan for Profit website and app. Visit planforprofit.co.uk or search 'Plan for Profit' in your preferred app store.



Callum Atkinson
Category Coordinator

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HOW TO WIN IN CEREAL

Highlight Value

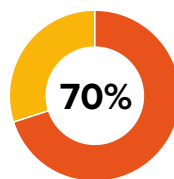
Stock PMPs, which account for around **two-thirds** of cereal sales.¹



Run strong promotions, which drive **33%** of cereal sales in the market.²

Back Best Sellers

Stock best sellers to meet demand for taste, the No. 1 purchase driver in cereal.¹



Use POS to spotlight NPD, as **70%** of shoppers say new products rarely stand out.³

Maximise Key Events

Target peak cereal periods, with sales rising in the summer holidays and peaking at Back to School.¹

Create impactful Back to School displays featuring lunchbox essentials.



1. NielsenIQ, Total Cereals, Indies and Symbols, 52w 22/2/2026
 2. NielsenIQ, Total Cereals, Total Market, 52w to 28/3/2026
 3. Mintel / Kantar Worldpanel 52 WE 26/1/2026

MARKET OVERVIEW

Shoppers are moving out of Independents & Symbols

Cereal shoppers are moving away from Independents and Symbols, which lost £1.1m in 2025. Bargain Stores gained the most (+£707k), followed by Major Mults (+£404k).¹



Buy 2
for £



Value is shaping where shoppers buy

A key driver is shoppers' growing focus on value, with spending concentrated among fewer retailers offering stronger loyalty schemes and better promotional value.¹

Loyalty and promotions are winning spend

This is reflected in 5 million additional loyalty card swipes per week across the top four supermarkets over the past year, while promotional purchases now make up **33%** of cereal value sales.^{1, 2}



Shopper engagement is under pressure

This is putting pressure on Independents and Symbols, where Frequency is down **-13.3%** and Penetration is down **-9.3%**, although this trend is consistent with the wider market.¹

A core shopper base remains

Even so, **500k** shoppers still buy Cereal in Independents and Symbols, purchasing on average **2.5 times** per year, highlighting a sizeable shopper base that remains important to retain.¹



1. Worldpanel by Numerator, Total Cereal, 52w to 28/12/2025
2. NielsenIQ, Total Cereals, Total Market, 52w to 28/3/2026

CATEGORY PERFORMANCE



Total Market Performance

The Total Market is growing in value, driven by inflation, while volume remains relatively flat at **+0.4%** year on year.¹



Independents & Symbols Performance

Independents and Symbols are underperforming versus the Total Market, with value down **-2.6%** and volume down **-6.1%** year on year.²



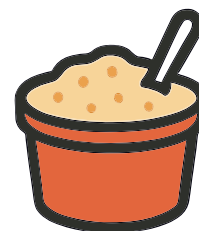
Family Flavoured is the Growth Driver

In Independents and Symbols, Family Flavoured is the main growth segment, up **+2.5%** year on year, helping to support category performance.²



Portable Breakfast is Driving Decline

Portable Breakfast is the weakest performing segment in Independents and Symbols, down **-11.5%** year on year, making it the biggest driver of category decline.²



1. NielsenIQ, Total Cereals, Total Market, 52w to 28/3/2026
2. NielsenIQ, Total Cereals, Indies and Symbols, 52w 22/2/2026

STOCK THE UK'S NO.1 CHILLED COFFEE*

STOCK UP NOW

Starbucks® are **57% OF IMPULSE** chilled coffee sales*

*Source: Nielsen Total Coverage to Latest 52 Wks - w/e 24/01/2026



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BEST SELLERS



Weetabix
Original

24's



Kellogg's
Crunchy Nut

460g



Kellogg's
Corn Flakes

450g



Kellogg's
Coco Pops

420g



Kellogg's
Rice Krispies

430g



Kellogg's
Frosties

470g



Kellogg's
Krave Choc Hazelnut

410g



Kellogg's
Fruit & Fibre

500g



Kellogg's
Variety

8 Pack



Quaker
Golden Syrup

57g

PLAN FOR
PROFIT
TIP

Clear Range & Pricing

Use major brands to signpost the fixture.

Group brands by segment and show pricing clearly.



**BEST
SELLERS**

Focus on Top Sellers

Place best sellers at eye level for maximum visibility.

Give them more space to drive sales and availability.

Fair Share of Space

Allocate space by category and brand performance.

Keep the fixture clear, balanced and easy to shop.





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