Global Fortified Cereal Market Information- by Cereal Type (Wheat, Rice, Barley, Oat, Corn and others), Nutrients Type (Minerals, Vitamins), Distribution Channel (Store Based & Non Store Based) and Region - Forecast to 2023

Market Scenario:

Fortified food offers extra micronutrients which includes essential trace elements and different vitamins. Fortified food is a completely commercial choice to add extra nutrients in the food. According to FAO, the most common fortified foods are cereals and cereal based products. Fortified cereal offers various benefits. Fortified cereal is massively consumed as various breakfast products.

The Global Fortified Cereal Market is anticipated to be driven by the increasing health consciousness in people in developed economies. Also, the enhancement of livelihood among the consumers in developing economies is also a significant factor for the growth of fortified cereal over the forecast period. Fortified cereal is also getting momentum due to the strong initiative of the World Health Organization (WHO) and FAO for minimizing the chances of malnutrition. Due to the increasing work pressure and working women population, consumers are more inclined to adopt ready to eat food products which in turn escalates the usage of fortified cereal in the food.

Key Players

The key players profiled in the Fortified Cereal Market are Nestle S.A. (Switzerland), General Mills Inc. (U.S.), Kellogg Company (U.S.), Grape Nuts, Inc.(U.S.), Abbott Nutrition Limited (U.S.), Freedom Foods Group Limited (Australia), Food For Life, Inc. (U.S.)

Study Objectives of Fortified Cereal Market:

- In depth analysis of the market’s segments and sub-segments
- To estimate and forecast market size by cereal type, nutrients type, distribution channel, and region
- To analyze key driving forces influencing the market
- Region level market analysis and market estimation of North America, Europe, Asia-Pacific, and the rest of the world (ROW) and their countries
- Value Chain Analysis & Supply Chain Analysis of the market
- Company profiling of major players in the market
- Competitive strategy analysis and mapping key stakeholders in the market
- Analysis of historical market trends and technologies along with the current government regulatory requirements

Intended Audience

- Fortified Cereal manufacturers
- Raw material suppliers
- End users (food industry)
- Retailers and wholesalers
- E-commerce companies
Key Findings:

- Europe dominates the Fortified Cereal market followed by North America
- Asia Pacific is projected to witness a massive growth during the forecast period of 2017-2023

Segments

Fortified cereal has been segmented on the basis of type of cereals such as Wheat, Rice, Barley, Oat, Corn and others. Fortified cereal market has been segmented on the basis of nutrients such as mineral and vitamin. Mineral segment is further sub segmented into zinc, folic acid, copper, iron, DHA, and others. Also, the vitamin segment is further sub segmented into Vitamin A, Vitamin C, Vitamin D and others. Fortified cereal market has been segmented on the basis of distribution channel such as store based and non-store based. Store based distribution channel has been further segmented into supermarkets & hypermarkets, convenience stores, specialist retailers and others.

Regional Analysis

The Global Fortified Cereal Market is segmented into North America, Europe, Asia Pacific, and rest of the world (ROW). Among these, Europe is estimated to retain its dominance throughout the forecast period of 2017-2022. This is attributed by the increasing awareness of the healthy food habits and increasing disposable income of the consumers. Also, various new and innovative cereal products are launched by the key manufacturers in the European countries which is anticipated to intensify the sales of fortified cereal market in the upcoming decade. North America region is estimated to account for a healthy market proportion during the review period of 2017-2023. However, Asia Pacific region is estimated to witness a maximum growth in the global fortified cereal market during the forecast period of 2017-2023.

The Fortified Cereal market is segmented under the following regions:

North America
- US
- Canada
- Europe

Europe
- Germany
- France
- Italy
- Spain
- UK
- Rest of Europe

Asia-Pacific
- China
- India
- Australia
- Singapore
- Rest of Asia Pacific

Rest of the world
- Brazil
- Argentina
- Saudi Arabia
- South Africa
- Others

The report for Global Fortified Cereal Market of Market Research Future comprises of extensive primary research along with the detailed analysis of qualitative as well as quantitative aspects by various industry experts and key opinion leaders to gain a deeper insight into the market and industry performance. The report gives a clear picture of the current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economical, and governing factors in the market. The report provides detailed information and strategies of the top key players in the industry. The report also gives a broad study of the different markets segments and regions.
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