An Insight On Consumer Choice And Marketing Opportunities For Breakfast- Cereals

This study aims to explore the changing Breakfast meal patterns of contemporary consumers in line with the global market scenario. Paper attempts to determine the consumer choice and hence forth the future market opportunities for Breakfast-Cereal companies. The study reviewed many international publications and records as well as large amount of secondary sources of data on Breakfast-Cereals. It provided valuable insights to Breakfast cereal marketers regarding the immense opportunities and the strategies that could enable them to acquire a permanent place in the Breakfast market.