

GRANOLA

TREND INSIGHT

2017
Aug

The background of the slide is a blurred financial chart with a blue color scheme. It features a candlestick chart overlaid with a white moving average line. The chart shows price fluctuations over time, with the candlesticks appearing as white and light blue shapes against a darker blue background. The overall aesthetic is modern and data-driven.

Trend Insight

UNLOCKING TRENDS AND OPPORTUNITIES IN CONSUMER GOODS INNOVATION

- Leveraging our expertise and knowledge base in innovation, Trend Insight unlocks emerging and developing trends in the consumer goods space.
- Robust data, unique analysis and actionable insights give you clear sight of where your market is heading, allowing you to make timely decisions to meet evolving consumer needs.

Abstract

While sales of breakfast cereal have stagnated or even declined over recent years, one segment within the breakfast cereal category to have bucked the trend is granola.

Trend Insight: Granola looks at the growing popularity of granola through the prism of new product development, exploring the key factors behind the segment's success in a declining market.

Supported by the latest insights and data from Gama Compass, Trend Insight: Granola reveals the key ingredients, concepts, product attributes and positioning – from sensory and functional benefits to 'homely' branding – that have revived a moribund segment and enhanced its appeal across a broad demographic.

KEY QUESTIONS ANSWERED

- 
 What are the **trends and opportunities** I should be aware of in the granola space?

- 
 What **ingredients** lie behind granola's positioning as a 'better for you' cereal?

- 
 How has granola **aligned itself to modern dietary regimes**?

- 
 How can I benefit from the power of **'rustic' and 'homely' branding**?

- 
 What **opportunities** exist for granola outside the breakfast cereal category?



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25 pages



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