

THE CONTRIBUTION OF BREAKFAST CEREALS TO HEALTHY AND BALANCED DIETS

Diets higher in **VITAMINS, MINERALS, FIBRE** and **WHOLE GRAIN**.

1



A lower risk of inadequate **MICRONUTRIENT INTAKE**.

2



The consumption of other **NUTRITIOUS FOODS** or **ESSENTIAL FOOD GROUPS**.

3



A **REDUCED RISK** of being **OVERWEIGHT**.

4



Reduced cardio-metabolic risk factors, incl. **BETTER GLYCEMIC RESPONSES** and **BLOOD LIPID PROFILES**.

5



A **LOWER RISK** of **ALL-CAUSE MORTALITY** and **NON-COMMUNICABLE DISEASES**.

6



ACHIEVEMENTS IN REFORMULATION AMONG BREAKFAST CEREAL PRODUCERS FROM 2015 TO 2023*

WHOLE GRAIN CONTENT of breakfast cereals has **INCREASED** by **39%***

7



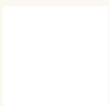
FIBRE CONTENT of breakfast cereals has **INCREASED** by **12%***

8



SUGAR CONTENT of breakfast cereals has **DECREASED** by **9%***

9



www.ceereal.eu/breakfast-cereals/

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European Breakfast Cereal Association

*On a sales-weighted basis for recipes constituting 85% of volume sales in the EU and UK for CEEREAL members in 2015 and 2023.