

# THE CONTRIBUTION OF BREAKFAST CEREALS TO HEALTHY AND BALANCED DIETS

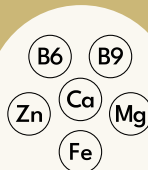
Diets higher in **VITAMINS, MINERALS, FIBRE** and **WHOLE GRAIN**.

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



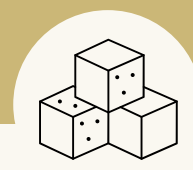
**FIBRE CONTENT** of breakfast cereals has **INCREASED** by **12%\***

8



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

9



[www.ceereal.eu/breakfast-cereals](http://www.ceereal.eu/breakfast-cereals)  
[www.ceereal.eu/references](http://www.ceereal.eu/references)

**ceereal**  
 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.