

**Cereal Eaters
Overall Consume More
Dairy Products Than
Non-Cereal Eaters**



91% of cereal eaters aged 2+ consume cereal with milk.



Among cereal eaters, ~65% of milk is consumed with cereal.

(Source: NHANES 2017-18)

CEREAL

At Breakfast, Cereal is the #1 Source of Whole Grain

Cereal is an important contributor of whole grains, not just at breakfast, but throughout the whole day. For Americans (aged 2+) who eat cereal, half of their whole grain consumed throughout the day comes from cereal.

Source: NHANES 2017-18

Americans are still missing out on whole grains



<2% of people aged 2+ get the recommended amount of whole grains each day (48g).



Cereal eaters get significantly more whole grain than those who don't eat cereal.

Source: NHANES 2017-18

People aged 2+ who eat cereal get:

More whole grains, dairy & fruit

Less sodium, while not eating more saturated fat & added sugars

More fiber, calcium, potassium, vitamin D, iron, and folate.

Source: NHANES 2017-18

CEREAL IS A POPULAR AND AFFORDABLE BREAKFAST OPTION

At under a dollar per serving, cereal served with milk delivers key vitamins and minerals that can be difficult to find in other breakfast choices.

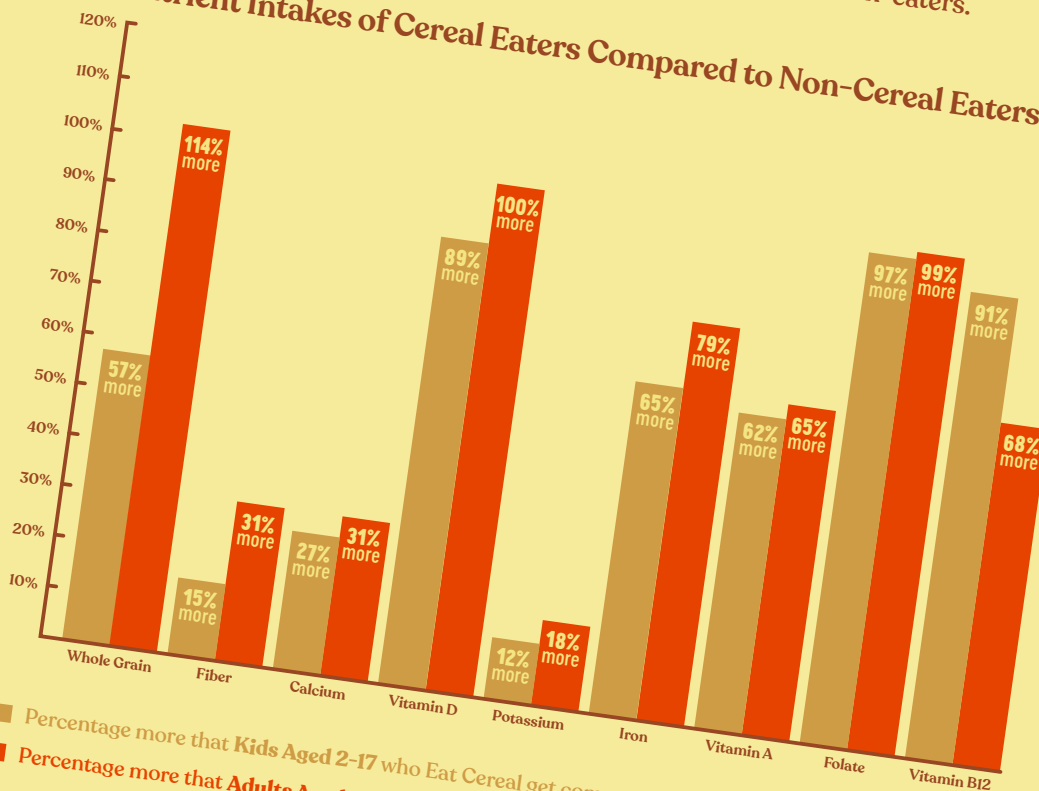
Source: NIQ, March 2024-March 2025

Children and Adults Who Eat Cereal Have Higher Nutrient Intakes and Overall Better Diets

CHILDREN who eat cereal get more of important nutrients, while not eating more calories, saturated fat, or added sugar. Children who eat cereal also consume less sodium.

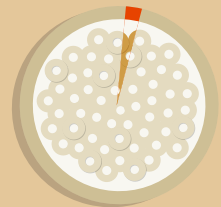
ADULTS who eat cereal also get more of important nutrients, while not consuming significantly more sodium, saturated fat, or added sugars. Adult cereal eaters do get 8% more calories than non-eaters.

Nutrient Intakes of Cereal Eaters Compared to Non-Cereal Eaters



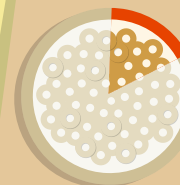
■ Percentage more that **Kids Aged 2-17** who Eat Cereal get compared to Kids who Don't Eat Cereal
 ■ Percentage more that **Adults Aged 18+** who Eat Cereal get compared to Adults who Don't Eat Cereal

CEREAL CONTRIBUTES LESS THAN 4% OF DAILY ADDED SUGAR INTAKE AMONG PEOPLE AGED 2+.



Source: NHANES 2017-18

CHILDREN AND ADULTS WHO EAT CEREAL DO NOT HAVE HIGHER ADDED SUGAR INTAKE THAN THOSE WHO DO NOT EAT CEREAL



Among cereal eaters aged 2+, cereal contributes 17% of added sugar intake.

• kids 2-17: 20%
 • adults 18+: 16%

CEREAL IS AN IMPORTANT SOURCE OF WHOLE GRAIN AT BREAKFAST.

Kids and teens (aged 2-17) get **almost 50%** of their whole grain from cereal at breakfast.

Adults (18+) get **about 1/3** of their whole grain from cereal at breakfast.

References

<https://www.cdc.gov/nchs/nhanes/index.htm>
 NIQ, based on 52 weeks ending March 2025