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| Title | A Descriptive Study of the Australian Breakfast Cereal Market | | |
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| Abstract |  |
| This study aims to present an overview of the Australian breakfast cereal market and focus on different vital areas of the marketing system and the pivotal consumer behavior in this market segment. This descriptive study covers the areas of supply conditions, demand conditions, the nature of the marketing strategies, and the future state of the breakfast cereal market. Data were gathered using mall intercepts at three large retail stores in Australia. The result revealed that Kellogg’s is the market leader in Australian breakfast cereals, followed by Sanitarium and Uncle Toby’s. Breakfast cereal demand is influenced by company and product brands, brand loyalty, other recommendations, financial risk, the consumer’s ethnicity and food, health, and consumer organizations. The branding strategy of the majority of cereal manufacturers combines individual brand names with family names. The market leaders are aggressively competing against each other, and attempts are made to cover all areas of the cereal market, including children’s cereal, healthy cereals, and different types of cereals. External food, health, and consumer organizations influence Australia's demand for breakfast cereals. The breakfast cereal market in Australia is fiercely competitive in nature. The Kellogg’s name has become synonymous with cereals. | |

**Please specify which Sustainable Development Goal (SDG) (s) falls under your research:**

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| Goal 1 | No Poverty | Goal 2 | Zero Hunger |
| Goal 3 | Good Health and Well-Being | Goal 4 | Quality Education |
| Goal 5 | Gender Equality | Goal 6 | Clean Water and Sanitation |
| Goal 7 | Affordable and Clean Energy | Goal 8 | Decent Work and Economic Growth |
| Goal 9 | Industry, Innovation and Infrastructure | Goal 10 | Reduced Inequalities |
| Goal 11 | Sustainable Cities and Communities | Goal 12 | Responsible Consumption and Production |
| Goal 13 | Climate Action | Goal 14 | Life below Water |
| Goal 15 | Life on Land | Goal 16 | Peace, Justice and Strong Institutions |
| Goal 17 | Partnerships for the Goals |  |  |

**Goal 3- Good Health and Well-Being**