

# LAB REPORTS

At Chemistry, we prefer the experiment over the the expected. Sure, we could write about the rise of automation or the latest Tik Tok dance trend, but there are a million reports to read about the things everyone is talking about. So we mix it up. Our reports dive into unexpected topics from atypical angles to give you a different opinion, inspire new thinking and  
BLOW. SHIT. UP.





# THE SECRET LIFE OF CEREAL

**A LAB REPORT ON CEREAL**



**AT CHEMISTRY,  
WE LOVE  
CEREAL**



# AND SO DOES THE INTERNET

With more than 7M mentions of cereal in the last year alone, the internet is in love with what we believe is the perfect food.



**aryelle**♥  
@mookcals

i love cereal so much u don't even understand



**Hunter Leigh Allen**  
@thathunterchick

Cereal is the best food in the world, no questions asked



**Whitney Whitworth**  
@whit\_squared

I'm pretty sure cereal is the perfect food! ❤️❤️🥰🥰



**heidi**  
@kakashisass

cereal is the perfect food it's fortified, it's easy, it comes in all different varieties it's great



**Koty.**  
@Koty\_Arnold

Cereal is the perfect food for every situation.





# I Stopped Eating Cereal and Here's Why...

A data-visual investigation into the health and nutrition of ready-to-eat breakfast cereals



Ruta Gokhale Aug 27, 2019 · 7 min read



## Why Cereal For Breakfast Is One Of The Worst Choices

Search

Poliquin® Editorial Staff  
March 16, 2017

**“People who eat cereal are childish and misguided.”**

*Source: 2021 Cereal Survey, Chemistry's Market Research Lab*

**“Cereal isn't all that healthy, and the ones are that are don't taste very good.”**

*Source: 2021 Cereal Survey, Chemistry's Market Research Lab*

**BUT RECENTLY,  
IT'S GOTTEN  
A BAD RAP.**



So we asked more than 1,000 people for their opinions about our favorite food.  
What we learned confirmed what we believe all along...

**THE MISCONCEPTIONS ABOUT  
CEREAL SIMPLY AREN'T TRUE.**



MISCONCEPTION

IT'S  
UNHEALTHY

# Why Cereal For Breakfast Is One Of The Worst Choices

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Poliquin® Editorial Staff

March 16, 2017



MISCONCEPTION

**IT'S  
UNHEALTHY**

REALITY

**IT JUST  
DEPENDS**

**60% think that it just depends  
on the brand — some are  
healthy and some aren't.**





MISCONCEPTION

IT'S  
UNHEALTHY

IT'S ONLY  
FOR KIDS

## Kids' Cereal

**GIANT**



14.7 oz box  
Kellogg's Apple Jacks  
Cereal



24 oz box  
Kellogg's Frosted Mini  
Wheats Cereal Original



16.7 oz box  
General Mills Cereal  
Reese's Puffs



8 oz box  
One Degree Organic  
Foods Brown Rice Crisps



MISCONCEPTION

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**ADULTS LOVE  
IT TOO**

89% of adults surveyed eat cereal, and only a quarter of those do so with their kids.





MISCONCEPTION

IT'S  
UNHEALTHY

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IT'S ONLY FOR  
BREAKFAST

# How Cereal Became the Quintessential American Breakfast

by [Jaya Saxena](#) updated Aug. 25, 2020



MISCONCEPTION

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UNHEALTHY**

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60% think that it just depends on the brand — some are healthy and some aren't.

**ADULTS LOVE  
IT TOO**

89% of adults surveyed eat cereal, and only a quarter of those do so with their kids.

**IT'S EATEN  
ALL DAY**

65% of adults surveyed eat cereal for occasions outside of breakfast.



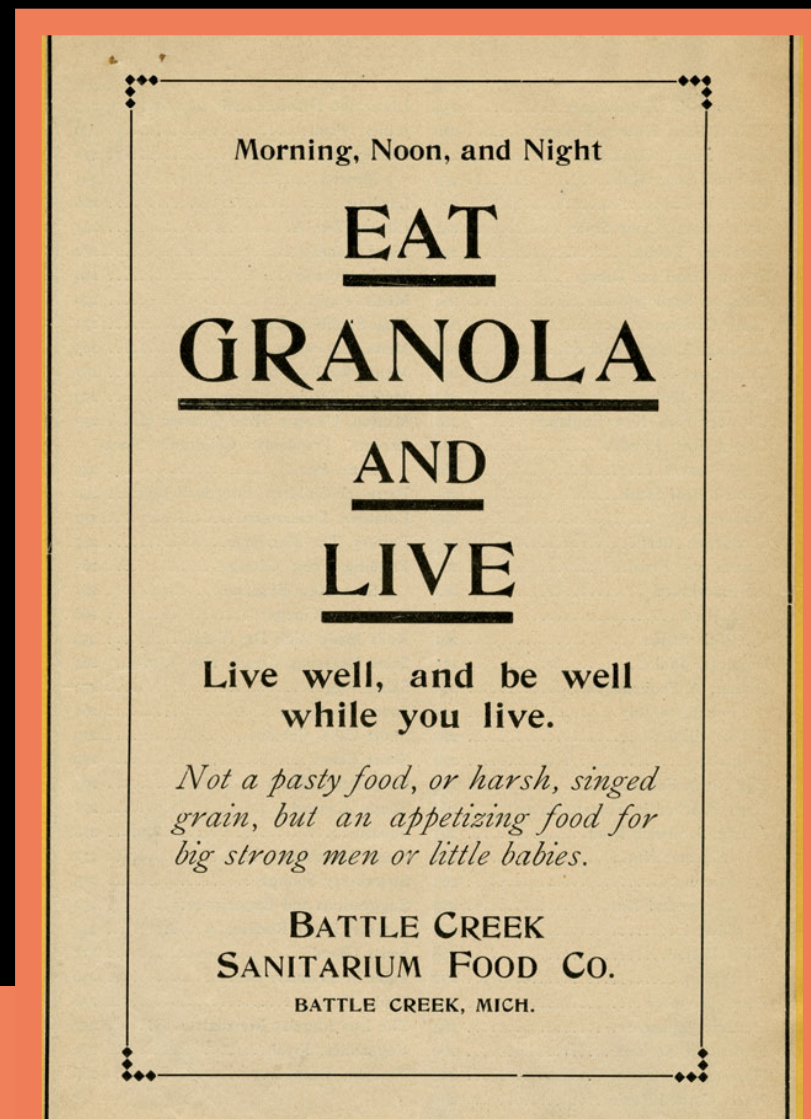


Where did these misconceptions start?

**AN ABBREVIATED HISTORY ON CEREAL.**



CEREAL'S BEEN REPOSITIONED SEVERAL  
TIMES SINCE IT WAS FIRST INTRODUCED.



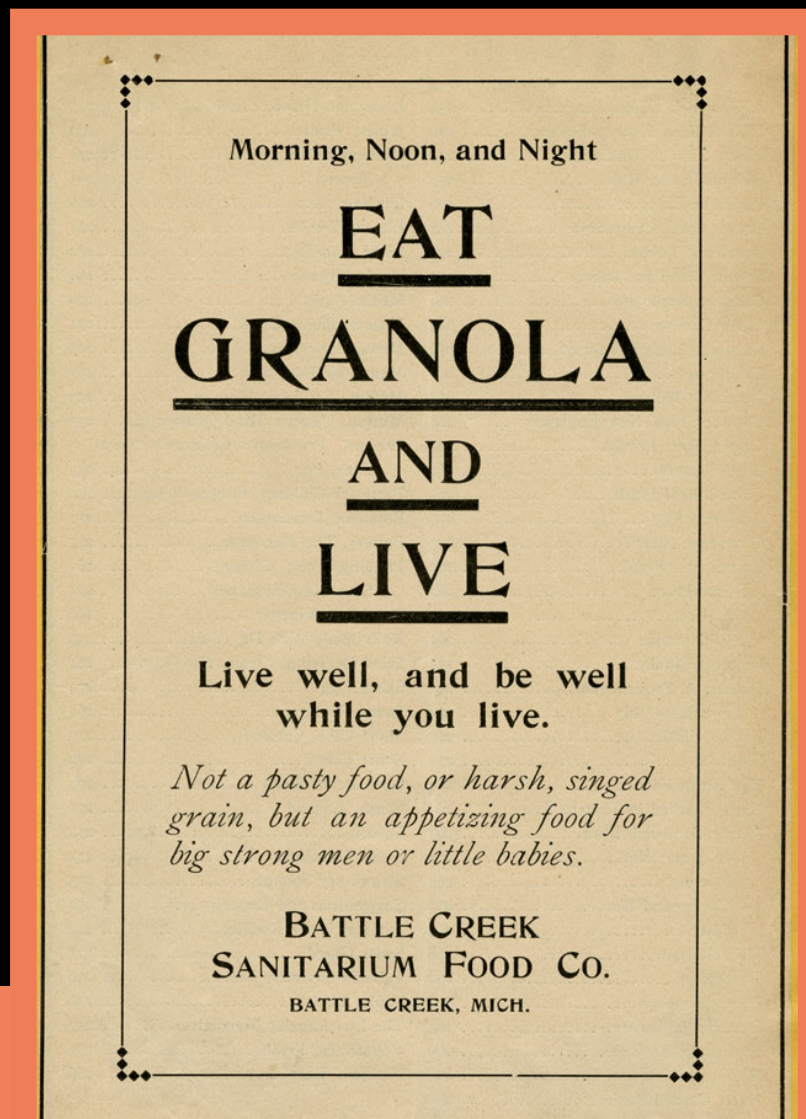
1860s

Cereal is a  
**HEALTHY BREAKFAST**





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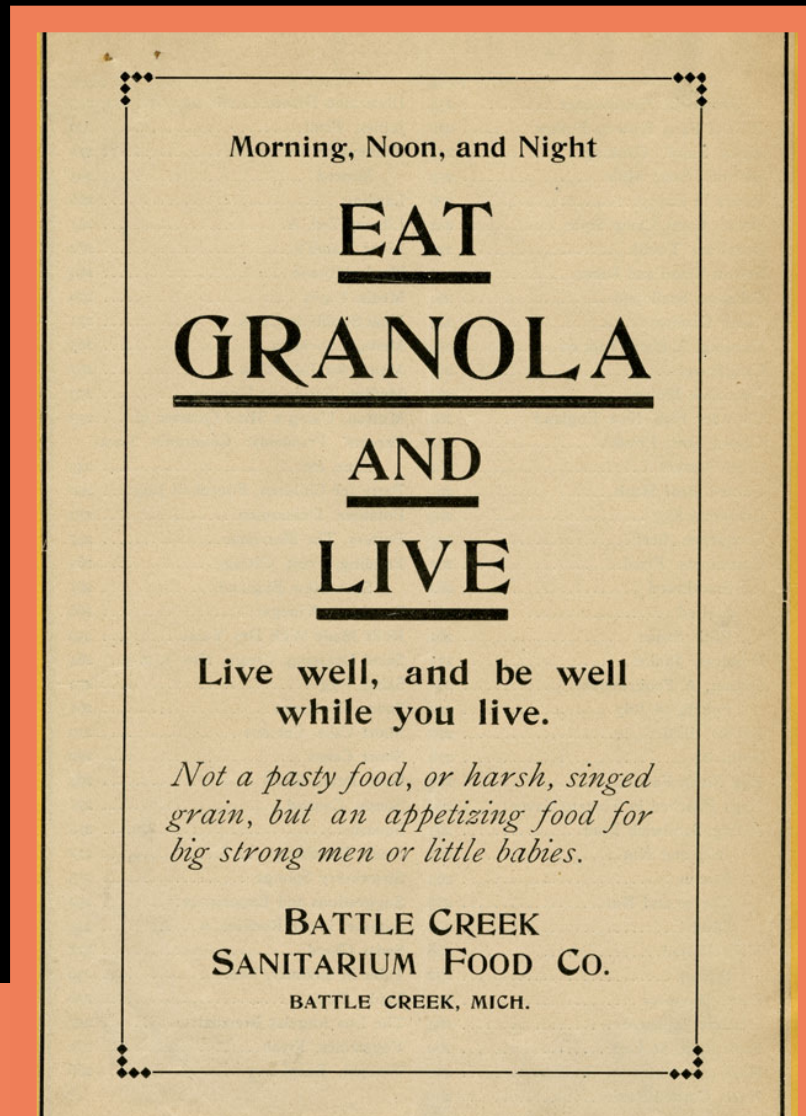
Cereal is a  
**CONVENIENT BREAKFAST**

1940s





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1860s

Cereal is a **HEALTHY BREAKFAST**

Cereal is a **CONVENIENT BREAKFAST**

1940s



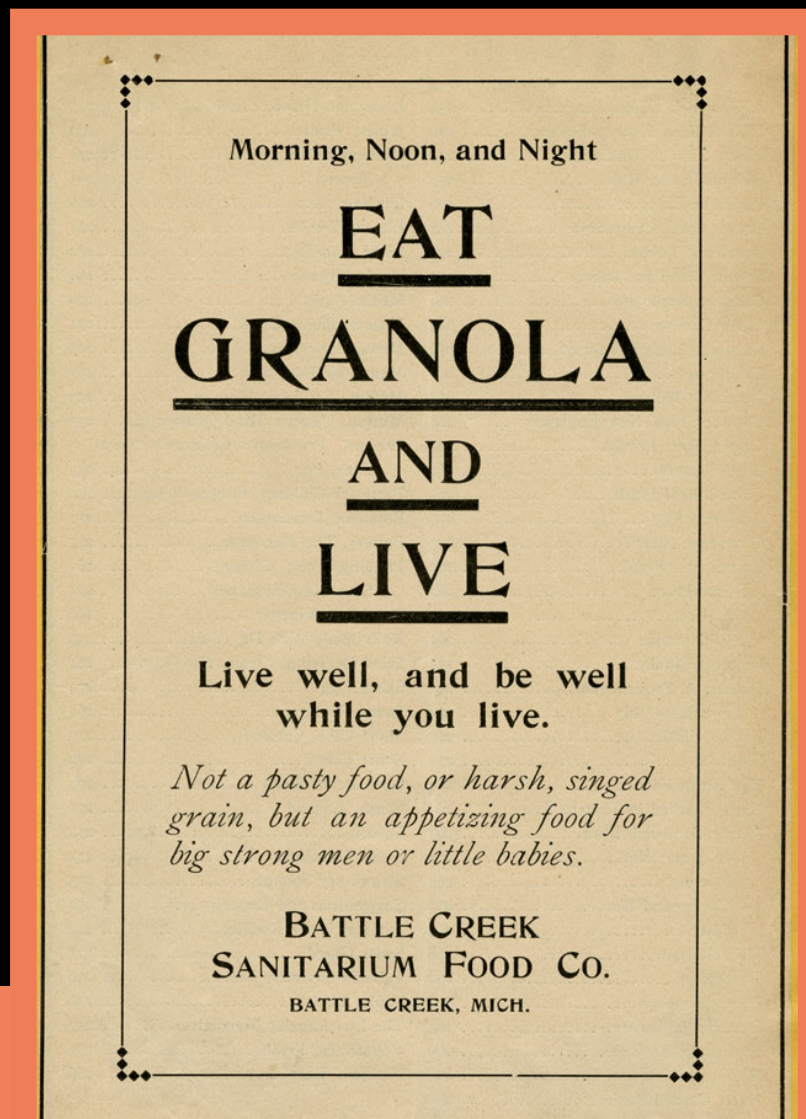
1950s

Cereal is a **SWEET BREAKFAST FOR KIDS**





# CEREAL'S BEEN REPOSITIONED SEVERAL TIMES SINCE IT WAS FIRST INTRODUCED.



1860s

Cereal is a **HEALTHY BREAKFAST**

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1940s



1950s

Cereal is a **SWEET BREAKFAST FOR KIDS**



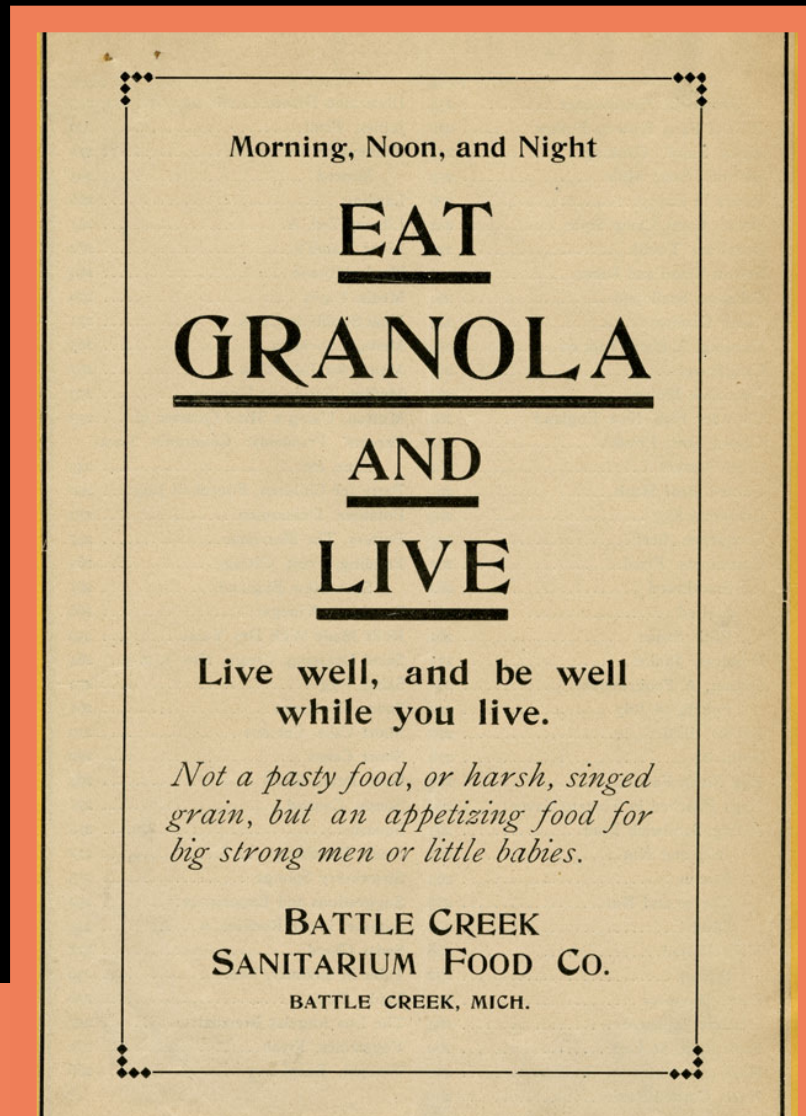
1990s-2010s

A few cereal brands tried on new faces — from a health food to a snack food and beyond. **But efforts were largely unsuccessful in changing the industry overall.**





IT'S STILL LARGELY SEEN  
AS A BREAKFAST FOOD.

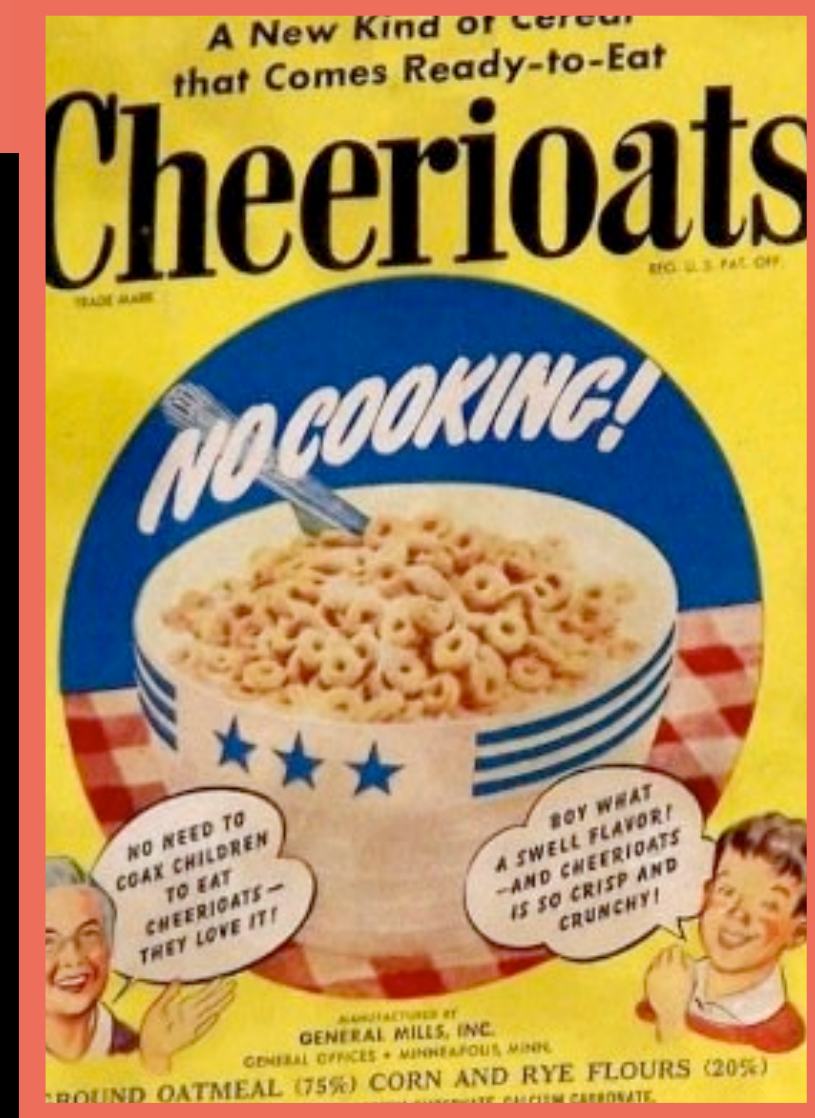


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1990s-2010s





**BUT WITH BREAKFAST CONSUMPTION ON THE DECLINE,  
WE THINK CEREAL NEEDS A NEW OCCASION.**



DIET, HEALTH & MEDICAL, SOCIETY & CULTURE

## **Bye-Bye Breakfast? Many Adults Skip 'Most Important Meal Of Day,' Study Finds**

### **What's for breakfast? Fewer Americans are eating breakfast**

By [Mary Ellen Shoup](#)

22-Jul-2019 - Last updated on 22-Jul-2019 at 16:37 GMT



©GettyImages / JGI/Jamie Grill





At Chemistry, we like to tinker. To test. To experiment. And sometimes, we blow shit up. So we looked at how we could experiment in the cereal industry.

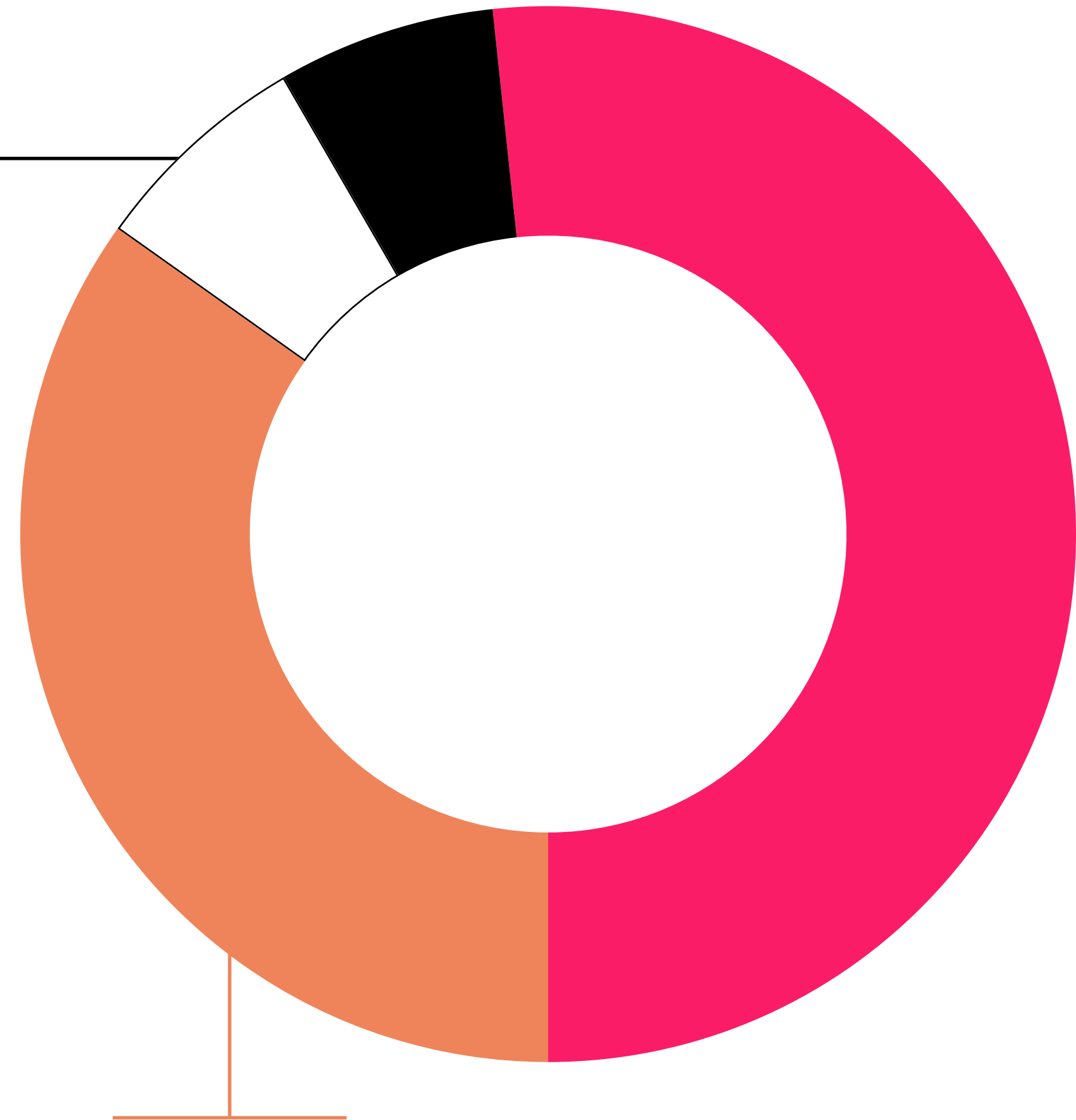
**HERE'S SOMETHING TO CHEW ON...**





**PEOPLE ARE EATING CEREAL  
THROUGHOUT THE DAY.**

13% OF CONSUMERS  
**EAT CEREAL FOR  
LUNCH OR DINNER**



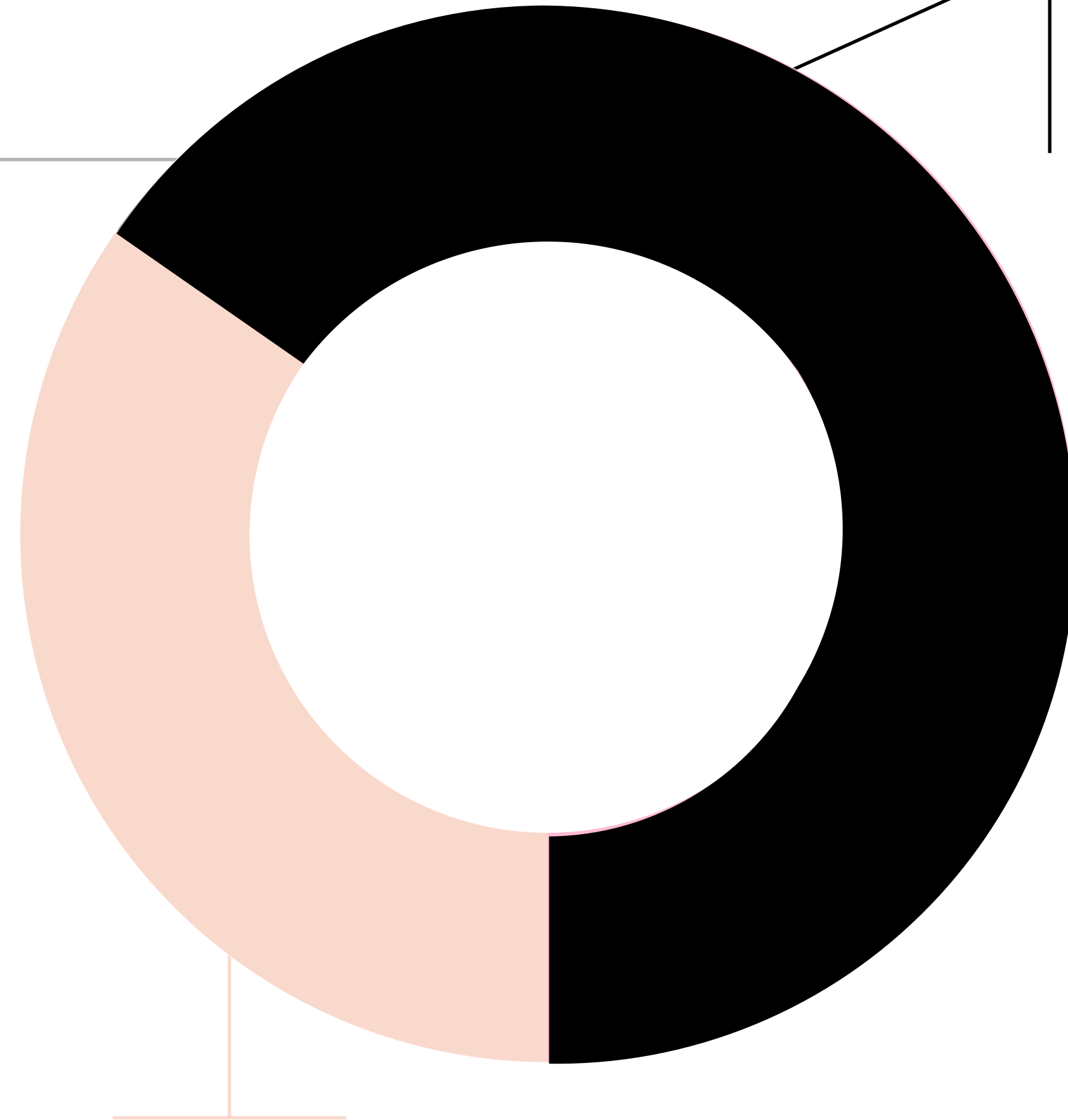
52% OF CONSUMERS  
**EAT CEREAL AS A SNACK**

35% OF CONSUMERS  
**EAT CEREAL FOR BREAKFAST**



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35% OF CONSUMERS  
EAT CEREAL FOR BREAKFAST





**BUT BRANDS STILL MARKET  
IT AS A BREAKFAST FOOD.**



[Click here to  
watch the video](#)



**WHEN THEY ZIG, WE ZAG.**





THE EXPECTED

**MARKET  
CEREAL AS A  
BREAKFAST FOOD**



THE EXPERIMENT

**MARKET  
CEREAL AS THE  
PERFECT FOOD  
FOR EVERY  
OCCASION**

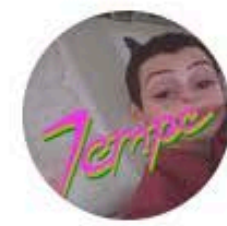
THE EXPECTED

**MARKET  
CEREAL AS A  
BREAKFAST FOOD**





# IT'S WHAT CONSUMERS WANT



**Barkus**  
@ClaybornMarkus

Cereal is the perfect food. It can be a snack, a meal, breakfast, lunch, brunch, dinner, or even dessert.



**Amy**  
@amyywoahh

cereal is the perfect food. u can literally eat it @ ANY time of the day& it'll taste amazing. breakfast, dinner, late night snack u name it



**ash**  
@ashllynn\_

No better late night snacky snack than a bowl of cereal

**“It's a quick,  
healthy late-  
night snack.”**

*Source: 2021 Cereal Survey,  
Chemistry's Market Research Lab*

**“There's no wrong  
way or time to eat  
cereal.”**

*Source: 2021 Cereal Survey,  
Chemistry's Market Research Lab*

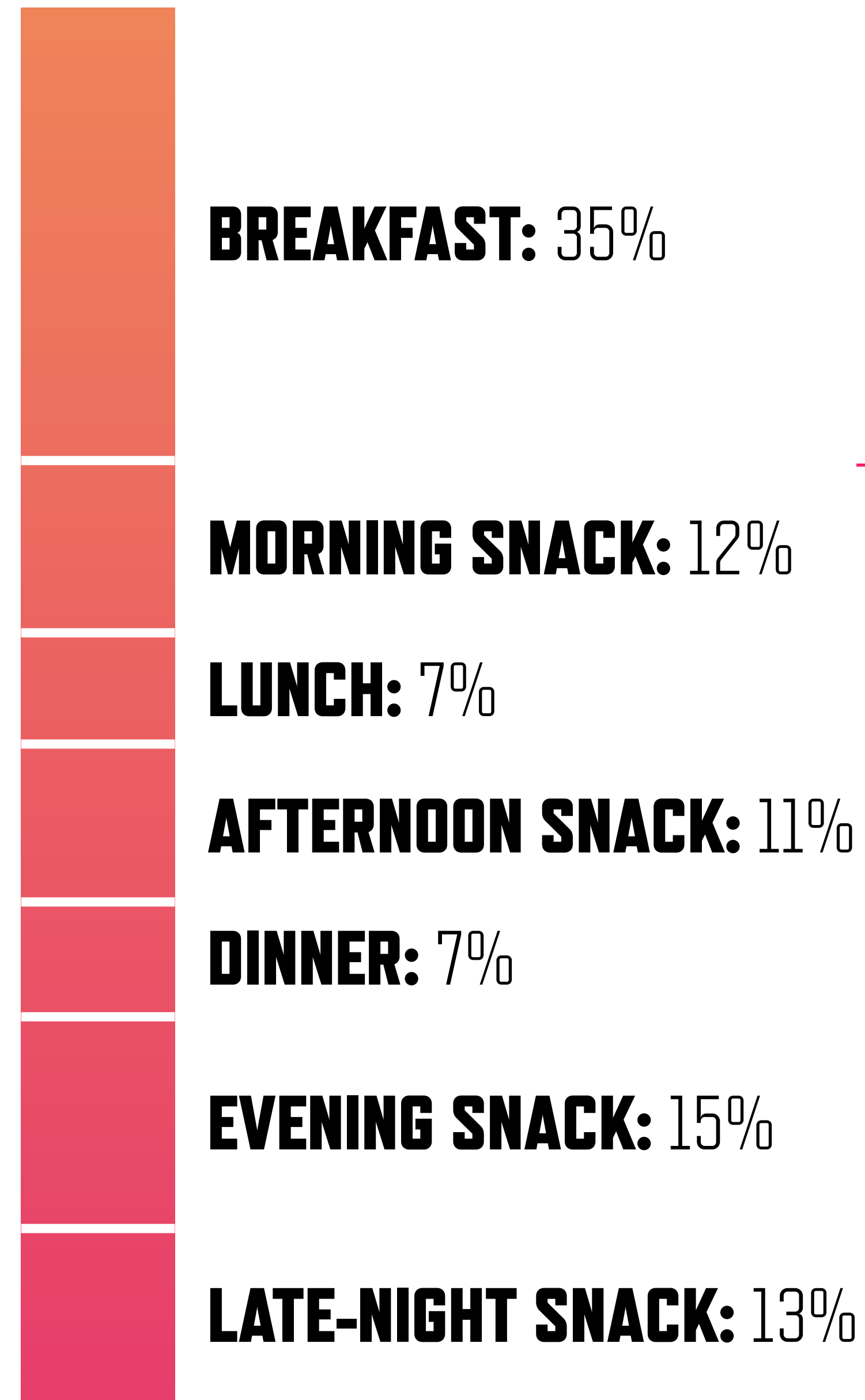


**IT'S WHAT  
CONSUMERS  
WANT**





# IT CREATES NEW CONSUMPTION OCCASIONS



UNTAPPED  
POTENTIAL





IT'S **HEALTHIER**  
THAN MANY  
OF THE GO-TO  
SNACKS





IT DOESN'T  
REQUIRE  
INVESTMENT  
IN PRODUCT  
INNOVATION

✗ You don't have to do this ↓



to convince people to eat  
cereal at other times of day.



**ALL IT REQUIRES  
IS A DIFFERENT  
APPROACH TO  
MARKETING**





**ALL IT REQUIRES  
IS A DIFFERENT  
APPROACH TO  
MARKETING**

**AND  
THAT'S  
WHAT WE  
DO BEST.**





LET'S  
**BLOW SHIT UP**  
TOGETHER



CHEMISTRY



The Market  
Research  
Lab