



**A-level
BUSINESS**

Paper 2 Business 2

7132/2

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Market research data on the UK Ready to Eat (RTE) breakfast cereals market

APPENDIX A

Sales of the largest four manufacturers in the UK RTE breakfast cereal market in 2017

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APPENDIX B

Index of UK retail sales of RTE breakfast cereals, by value and volume, 2018–2023

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APPENDIX C

Percentage of survey respondents selecting product features they think are important when choosing an RTE breakfast cereal

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Sample: 1762 internet users aged 16+ who typically eat RTE breakfast cereal

APPENDIX D

Percentage of market research survey respondents agreeing or disagreeing with a statement relating to RTE breakfast cereals

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Sample: 1762 internet users aged 16+ who typically eat RTE breakfast cereal

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Appendix E

Data on Kellogg's global sales and advertising spending

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