



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

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APPENDIX D

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

**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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