**Background and Objectives**

It’s a well-known saying that breakfast is the most important meal of the day but, unlike many other sayings, this one is supported by scientific evidence. Time and again, studies show that breakfast consumers are leaner, have lower cholesterol levels, and higher intakes of fiber, vitamins, and minerals compared with people who do not consume breakfast. The reason is simple: the types of foods eaten at breakfast time tend to be healthier and more nutrient-dense than foods eaten at other times of the day. A great example of this is breakfast cereals. Breakfast cereals are high carbohydrate, low-fat foods that are often fortified with essential vitamins and minerals.

Breakfast Cereals represent a healthy breakfast choice. They are made from grain; they are typically high in carbohydrates, low in fat, and often a good source of fiber.

I have tried to analyze various Breakfast Cereals offerings in the market concerning their calories and nutrient contents. I aim at providing a deep insight into the Breakfast Cereal market; the manufacturers, calories and nutrient contents, and ratings.