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Kellogg Company, now known as Kellanova, is a multinational food manufacturing company, primarily known for its breakfast cereals and convenience foods. Founded in 1906 by W.K. Kellogg, it has grown into a global enterprise with a wide range of products sold in over 180 countries.

Our History

We're proudly upholding the values W.K. Kellogg instilled more than 100 years ago — but now we're doing it in 180 countries across the world including India and South Asia. We provide you and your family better breakfasts that lead to better days, and we flake corn the same way W.K. Kellogg did back in 1898. It just tastes better that way!

W.K. Kellogg founded our company through his belief in nutrition and dedication to well-being. Motivated by a passion for people, quality and innovation, he created the first-ever breakfast cereal and then shaped an entire industry. Kellogg soon became a household name; his signature, a trusted mark. Today, his legacy continues to inspire us. Working together, we create moments of delight for people around the world with our well-loved brands.

Make In India Since 1994

We serve consumers with a wide range of cereals which are made with staple grains like wheat, corn, and rice. Our cereals fulfil the diverse nutrition needs of different members in the family, be it the home-maker, growing children or adults on the go. In 1996, we launched Kellogg's Chocos, a product meant to specifically cater to the nutritional needs of growing children. In 1999, we took our cause further when we launched Project Red Alert- fortifying Kellogg's Corn Flakes with iron to address the problems of iron deficiency in children. Then, in 2008, we took yet another leap forward by launching INR 10/- SKUs with a vision to make nutrition affordable and easily accessible to India. In 2014, we added to our snacking portfolio by bringing the much loved Pringles chips to India. In 2020, we expanded our portfolio by launching our first-ever Indian breakfast product Kellogg Upma, followed by targeting the 'In-between meal' segment for our 3 p.m snacking needs with K-energy Bars. With the launch of our globally loved and fastest growing brand Kellogg's® Froot Loops® in 2021, we unlocked food that delights all senses!

[View dashboard](#)



Region

All

CategoryName

All

ProductName

All



StateName	Sum of quantity	Average price of product	total Store	Sum of total sales
Uttarakhand	50	273.27	1	11217
Tripura	187	268.16	1	39033
Sikkim	154	268.70	2	42259
Jammu and Kashmir	941	239.68	3	182475
Assam	976	262.77	8	212928
Chhattisgarh	2709	251.33	16	553110
Jharkhand	3630	262.50	12	914546
Rajasthan	8754	257.63	27	1700466
Bihar	7683	264.03	9	1776126
Odisha	8222	261.98	23	1937881
Kerala	11923	251.62	17	2561779
Haryana	12755	255.95	53	2836208
Uttar Pradesh	16220	248.77	84	3222110
Delhi	17525	241.55	91	3306269
Madhya Pradesh	19347	249.47	29	3608793
Tamil Nadu	21462	254.72	51	4270633
Punjab	22884	250.18	71	4615556
Gujarat	29699	260.05	76	5696374
Total	500031	253.76	1482	101370025

Kellogg's

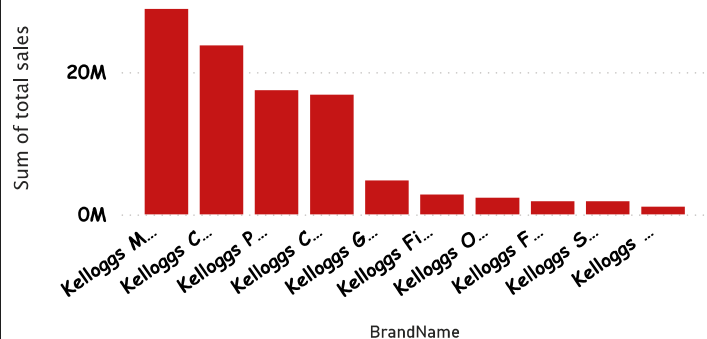
Average total sales

1.10K

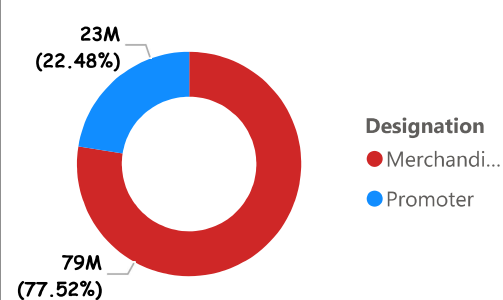
Total sales

101M

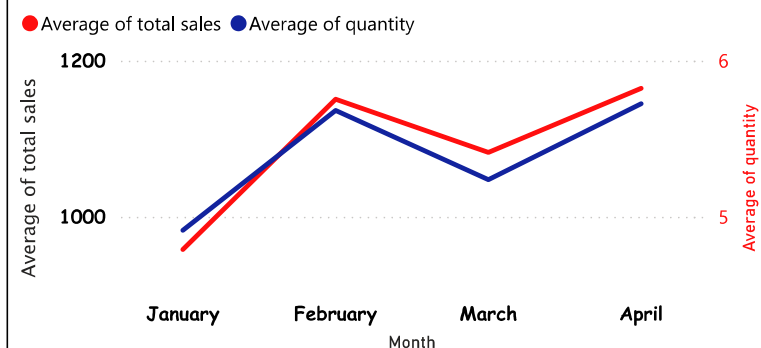
Sum of total sales by BrandName



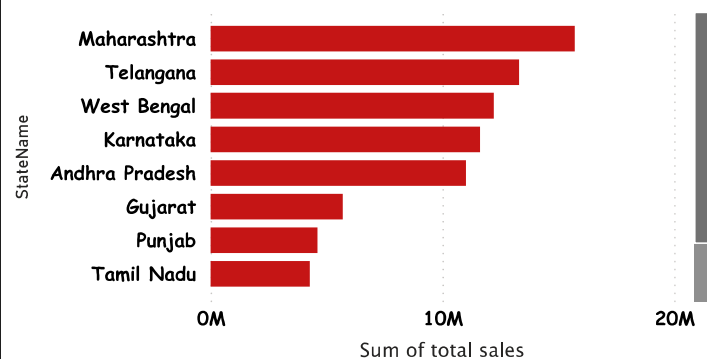
Sum of total sales by Designation



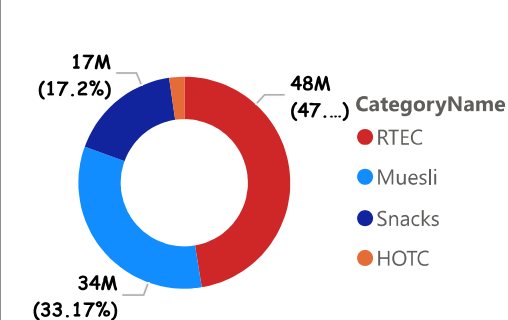
Average of total sales and Average of quantity by Month



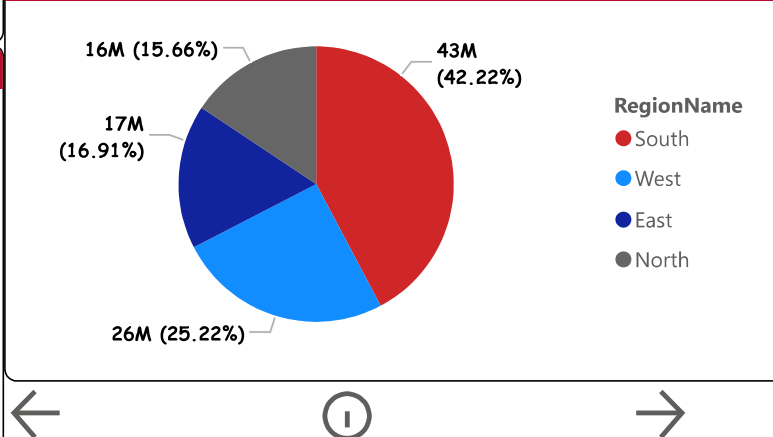
Sum of total sales by StateName



Sum of total sales by CategoryName



Sum of total sales by RegionName





INSIGHTS

Strategic Considerations

- Focus on RTEC: Given its high sales, consider strengthening marketing efforts.
- Explore opportunities in underperforming regions: Strategies tailored for the North and East regions could boost sales.

Sales by Category

- Category Contribution:
- RTEC: Most sales with 48 million (47%)
- Muesli: 17 million (17.2%)
- Snacks: 34 million (33.17%)

Sales by Brand

- Top Brands by Sales:
- Kellogg's: Highest contributor with significant sales.
- Other brands show a declining trend in sales.

Average Price Insights

- Highest Average Price:
- Uttarakhand at ₹273.27
- Lowest Average Price:
- Sikkim at ₹268.70
- Overall Average Price: ₹253.76 (calculated as a rough average from listed prices)

Sales Quantity Insights

- Highest Quantity Sold:
- Bihar: 7,768
- Jharkhand: 3,630
- Assam: 976
- Lowest Quantity Sold:
- Uttarakhand: 50
- Tripura: 187
- Sikkim: 154

Sales by designation

- Sales Distribution:
- Merchandisers: 23 million (22.48%)
- Promoters: 79 million (77.52%)

Sales by Region

- Regions Breakdown:
- South: 43 million (42.22%)
- West: 26 million (25.22%)
- East: 17 million (16.91%)
- North: 16 million (15.66%)

Overall Sales Performance

- Total Sales: 101 million (M)
- Average Total Sales: 1.10 thousand (K)

Product Distribution

States with Most Products Sold:

- Rajasthan: 27 stores
- Uttar Pradesh: 91 stores
- Delhi: 76 stores
- States with Least Product Distribution:
- Uttarakhand: 1 store
- Sikkim: 2 stores

Key Highlights

- Top Performing Regions: South and West regions are leading in total sales.
- Promotional Influence: A significant contribution from the Promoter designation, suggesting effective promotional strategies.

Sales Trends Over Time

- Monthly Trends:
- Average total sales and quantity show consistent growth from January to April, indicating positive momentum in sales.

Key Metrics per State

- Top States by Total Sales:
- Gujarat: 5,696,374
- Haryana: 3,836,208
- Madhya Pradesh: 3,306,269
- Lowest Sales:
- Uttarakhand: 11,217
- Sikkim: 42,259
- Tripura: 39,033





CityName	OpeningStock	ClosingStock	total quantity	total sales
24 Parganas	97	0	97	24740
Adoni	353	0	353	53646
Agartala	3560	3373	187	39033
Agra	4279	0	4279	684524
Ahmedabad	23158	15149	10892	2190255
Ajmer	1572	1515	79	14566
Allahabad	1350	0	1350	283057
Amravati	4476	4253	223	35976
Amritsar	19219	15698	3673	711368
Anand	5372	4972	1838	293354
Ankleshwar	1124	964	238	51429
Aorangabad	7675	3197	4478	705235
Asansol	5200	4686	514	101522
Total	1331581	903362	500031	101370025

StateName	ClosingStock	OpeningStock	total quantity	total sales
Andhra Pradesh	81980	131527	57422	11026627
Assam	14624	15076	976	212928
Bihar	0	7683	7683	1776126
Chhattisgarh	23448	25817	2709	553110
Delhi	92437	109421	17525	3306269
Gujarat	59351	80155	29699	5696374
Haryana	23151	35156	12755	2836208
Jammu and Kashmir	12476	13362	941	182475
Jharkhand	2412	5851	3630	914546
Karnataka	80328	125093	53522	11633603
Kerala	5719	17562	11923	2561779
Madhya Pradesh	28690	42695	19347	3608793
Total	903362	1331581	500031	101370025

Our analysis

At 1,164.46, April had the highest Average of Total Sales and was 21.54% higher than January, which had the lowest Average of Total Sales at 958.05.

Average of Total Sales and total Average of Qty are positively correlated with each other.

Average of Total Sales and Average of Qty diverged the most when the Month was April, when Average of Total Sales were 1,158.73 higher than Average of Qty.

Kelloggs Muesli accounted for 28.47% of Sum of Total Sales.

Across all 10 BrandName, Sum of Total Sales ranged from 1068120 to 28856210.

South had the highest total Sum of Total Sales at 40232755, followed by West at 25010704 and North at 7921825.

Maharashtra in RegionName West made up 18.39% of Sum of Total Sales.

South had the highest average Sum of Total Sales at 1,00,58,188.75, followed by West at 83,36,901.33 and North at 39,60,912.50.