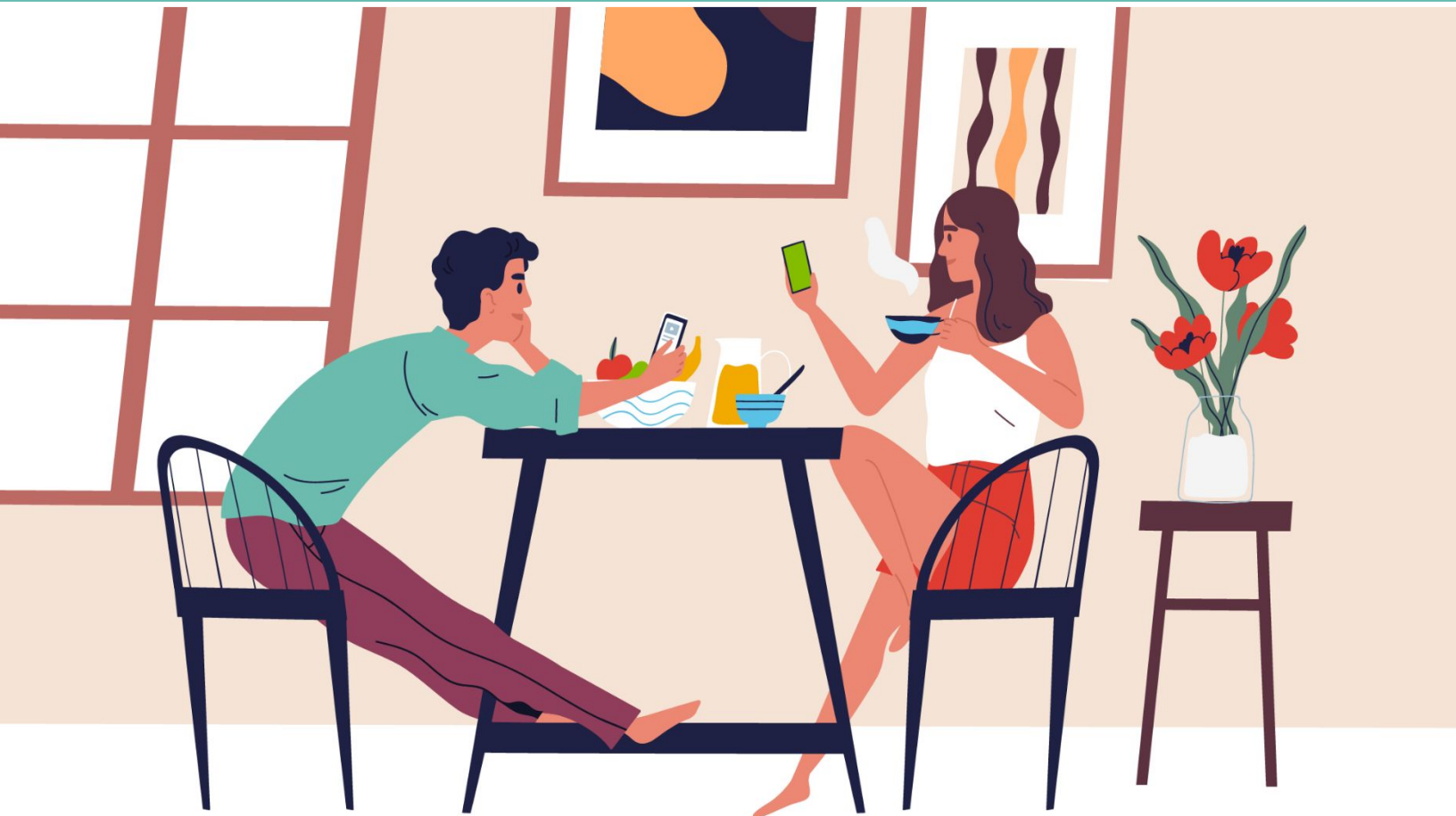




2022 Brand Health Index: Coffee & Cereal Edition

300+ brands ranked by Brand Health Score, a proprietary metric based on a variety of factors related to ratings and reviews, including review recency, review coverage by product, overall review coverage, and more.



State of the Industry: Good News for Online Grocery

With [99.9% of consumers](#) reading ratings & reviews prior to purchase, reviews are one of the most impactful drivers of purchasing decisions across channels. This is especially true for products in the CPG category, a category which has had to become increasingly mindful of its digital shelf presence in recent years.

On the whole, grocery brands have been significantly impacted by the pandemic. The category has experienced swift growth in consumer demand while at the same time having to weather fluctuating customer loyalties and supply chain issues.

Overall, grocery market growth is expected to slow somewhat in 2022. However, online grocery sales are on track to [rise nearly twice as high](#) as last year, largely driven by new online shopping habits customers developed during COVID-19. In fact, digital sales for grocers are expected to grow by 32.4% in 2022, with U.S. grocery spending reaching \$1.5 trillion by 2025. Our own internal research at PowerReviews also shows that [57% of consumers](#) spent more online on groceries in 2022 than they did the previous year.

However, with more growth, comes more competition. The big 3 retailers — Amazon, Target, and Walmart — have built out their own in-house coffee and cereal brands, while brick-and-mortars have increasingly entered the D2C space. Coffee and cereal brands also have to face rising inflation. Food-at-home prices have [risen 7.5%](#) in the past year according to the latest U.S. Consumer Price Index. One last challenge lies in the breakdown of customer loyalties. Nearly [40% of consumers](#) changed brands or retailers during the pandemic, and 79% plan to continue to do so moving forward, according to research from McKinsey.



A robust Ratings & Reviews program is one of the best things brands and retailers can have to combat these challenges and protect their shelf presence in-store and online.

- **Reviews Reduce Hesitation for In-Store and Online Shoppers.** [98% of online shoppers](#) consider reviews an “essential” part of their purchase journey. They’re also critical for in-store shoppers, with [81% of grocery and CPG shoppers](#) are at least somewhat interested in accessing ratings & reviews in store. Reviews are particularly important when considering a new brand or product. [58% of grocery and CPG shoppers](#) say being able to read reviews makes them more likely to purchase a new grocery item in store.
- **Higher Review Volumes Lift Conversion.** Higher review volumes have an exponential and positive impact on conversion rates. When a CPG product has 1 to 100 reviews, it has a 36.2% higher conversion rate than one with 0 reviews. When it collects 101 to 250 reviews, that conversion rate increases to 93.3%. Reach 501 to 1,000 reviews, and the product [converts at a rate 176.9% higher](#) than a product with 0 reviews.
- **CPG Brands Can Boost Review Volume Through Syndication.** Today’s consumers are more likely to shop at more than one store to find the best prices and to account for stock issues. By syndicating their reviews to partner retailers, brands can ensure their review content gets in front of as many eyes as possible. Syndication also positively impacts both review volume and recency, two key considerations for consumers.

Today’s consumers have more choices than ever before, and they are getting used to being creative when they shop. Brands can’t afford to disappoint them by not having reviews and ratings content available.



Methodology

Analysis for this report is taken from ratings and reviews published on the websites of Amazon, Walmart and Target - widely considered to be the three biggest retailers in the U.S. Ratings and reviews are recognized as being essential to influencing and informing shoppers online. However, what is less known is that they also contain a wealth of consumer insight on brand perception and product experience.

Instead of analyzing the entire grocery category where comparisons are challenging due to the variety of product types and accompanying brands, we focused on brands featured in the first meal of the day: Coffee and Cereal.

The raw data used to complete this analysis included more than 900K individual reviews pulled from more than 12k product pages covering 305 brands on the 3 major US retail websites (Amazon.com, Walmart.com, Target.com). The text of the review comments were processed by the PowerReviews NLP (Natural Language Processing) engine to derive sentiment and topics from this unstructured data.

For this report, our analysis focuses on brands with at least 2 products and 10 reviews per month. We make year-on-year comparisons for the 12-month period between February 1, 2021 and January 31, 2022 (This Year) and February 1, 2020 and January 31, 2021 (Last Year). It is important to note that these time frames pertain to the date that a review was written.

We base many of our findings on the PowerReviews Brand Health Score (which we refer to throughout), a proprietary measurement framework made up of six key quality indicators of Ratings & Reviews strategy. Each indicator is weighted according to its relative importance, as outlined in the table below. All performance KPIs are based on percentile rankings relative to all other brands in the category, retailer, and time period being analyzed. This means that a brand could maintain its star rating and still see its score fall if other brands in the category were to improve and raise the overall average.

Key Performance Indicators (KPI)



Star Rating



Review Volume



Reviews Per Product



Review Length



Recency



Coffee

As America's favorite beverage, coffee was already the [#1 ecommerce grocery product](#) before COVID-19. During the pandemic, it defended its top spot with honor. Consumers healthily increased their at-home coffee drinking from [73% to 81%](#), and coffee brands reported [higher sales volumes](#). Sales of coffee accessories also boomed, from French presses to frother wands. [One in three people](#) took to recreating the gourmet coffee experience in their home, whether they were inspired by boredom or a TikTok trend like [Dalgona whipped coffee](#).

Today, [two-thirds of consumers](#) say they have “perfected” their at-home coffee recipe and techniques. But, despite the boom in DIY baristas, the ready-to-drink coffee market still has its fans. Bulk cold brew and iced latte sales grew 129% during the beginning of the pandemic, and the market is expected to reach \$42 billion by 2027.

According to the National Coffee Association, [over 40% of Americans](#) bought new types of coffee during the pandemic, be it a new brand or a new roast. One in four bought new types of coffee, like single cups or ground coffee.

Let's see how all that momentum affected coffee brands' ratings and reviews.

Top 25 Coffee Brands by Brand Health Score (All 3 Retailers)

The top 25 coffee brands represent a mix of established brands, D2C upstarts, and organic specialty roasters. Many of the brands started out as regional favorites, before expanding to national sales — such as Stone Street Coffee Company of Brooklyn, NY (#3), Caribou Coffee of Edina, MN (#6), and Chameleon Organic Coffee of Austin, TX (#11). However, tenured roasters like Folgers and Starbucks still held their own, including Peet's Coffee who took the #1 spot and improved their Brand Health Score by 19% year over year.

With the exception of five brands, the top 25 brands all improved or maintained their Brand Health Scores year over year. The top 25 coffee brands have more in common, such as:

- **Higher review volumes:** On average, the top 25 brands have a total review count (across all their products) of 4,880. By comparison, the average for all the coffee brands in our analysis was 1,559.
- **More reviews per product:** The top 25 brands also have more reviews per product, with an average of 169. That's more than double the average for all the brands in our analysis, which was 73. The more reviews a product has, the [more its conversion rate increases](#). Add 1 review to a product, and its conversion rate lifts by 76.7%. Add up to 500, and it increases 166.4%.

- **Higher star ratings:** The top 25 brands have an average star rating of 4.41, compared with the average 4.17 star rating for all the brands in our analysis.
- **Longer reviews:** The reviews for the top 25 brands are 24% longer, on average, at 185 characters vs. 149 characters for all the brands in our analysis. When considering CPG products, [67% of consumers use reviews](#) to read other consumers' opinions about specific product details. Longer reviews are more likely to contain these details and context, making them of higher quality and contributing to a [stronger impact on conversion rate](#).

Top Brands by Brand Health Score

Rank	Brand	Health Score (Curr)	Health Score (Prev)	Variance	Review Count	Review Length	Average Rating	Reviews per Product
1	Peet's Coffee	91%	72%	19%	21,718	211	4.58	164.5
2	San Francisco Bay	78%	66%	12%	5,758	238	4.07	359.9
3	Stone Street Coffee Company	78%	74%	4%	1,404	198	4.48	87.8
4	Maud's	76%	71%	5%	5,402	200	3.95	1080.4
5	Green Mountain Coffee	75%	76%	-1%	12,440	128	4.61	151.7
6	Caribou	74%	66%	8%	3,004	137	4.55	46.2
7	Eight O'Clock	74%	66%	8%	1,036	130	4.81	33.4
8	Community Coffee	72%	70%	2%	6,384	141	4.64	35.7
9	Folgers K Cups	71%	58%	13%	2,219	87	4.63	201.7
10	Door County Coffee & Tea Co.	71%	70%	1%	1,262	150	4.38	114.7
11	Chameleon Organic Coffee	71%		71%	480	525	4.53	160
12	Beaniac	70%	58%	12%	689	293	4.09	76.6
13	Green Mountain	70%	70%	0%	3,114	129	4.65	111.2
14	Cameron's Coffee	69%	64%	5%	16,442	149	4.12	193.4
15	Gurú Coffee Company	69%	72%	-3%	466	244	4.63	93.2
16	McCafé	69%	69%	0%	6,867	115	4.58	79.8
17	Original Donut Shop	68%	73%	-5%	3,791	123	4.53	189.6
18	Verena Street	68%	58%	10%	265	213	4.41	66.3
19	Barrie House	68%	33%	35%	270	367	4.25	67.5
20	Vitacup	68%	68%	0%	2,415	142	4.43	105
21	Starbucks	67%	76%	-9%	16,225	147	4.19	41
22	Lifeboost	67%	63%	4%	1,779	178	4.05	222.4
23	Swiss Miss	67%	66%	1%	234	119	4.73	117
24	Solimo	67%	63%	4%	5,163	130	3.95	368.8
25	Nespresso	67%	68%	-1%	3,185	125	4.38	66.4

Brand Health Score: Walmart, Amazon, Target combined. 12 months ending 1/31/2022 (Minimum products/brand: 2, Minimum reviews per month: 10). This Year = February 2021 to January 2022. Last Year = February 2020 to January 2021.

Merchant Group	Review Count (Curr)	Review Count (Prev)	Variance	Product Count (Curr)	Product Count (Prev)	Variance
Amazon - US	214,473	202,599	5.9%	6,425	5,484	17.2%
Target - US	21,683	18,197	19.2%	923	870	6.1%
Walmart - US	86,497	96,153	-10.0%	481	423	13.7%



Case Study: La Colombe Coffee Roasters

Reviews are an important indicator of brand health and perception, and they can help influence other purchasers. “People listen to good reviews,” shared Claudia Buckley, E-Commerce Operations Coordinator for [La Colombe Coffee Roasters](#). “We have found that emails with reviews content get more traction than emails without reviews content. When we were bringing back our very popular seasonal roast, we used reviews content in our email push and it was very successful.”

The artisanal coffee brand uses PowerReviews’ [Product Sentiment Analytics](#), which leverages Natural Language Processing to read every review and assign a sentiment score to each product. This allows La Colombe to make comparisons with competitor products, and ensure they’re highlighting their coffee’s most loved attributes in product development and marketing copy.

The brand grew its review volumes by 310% in summer 2021 with a gift card sweepstakes. “Launching the gift card incentive was the easiest thing to do,” shared Buckley. “It was so successful that we decided to implement a quarterly gift card sweepstakes to help provide an extra incentive to boost reviews.”

Top Brands by Retailer

While the analysis above provides overall rankings across retailers, we also wanted to understand the differences across the various retailers we incorporated in our research. Product counts grew across the board year over year, with all three retailers growing their offering (Amazon by 17.2%, Target by 6.1% and Walmart by 13.7%). Amazon and Target also saw review growth in the coffee category compared with last year, while Walmart had a decrease of 10%.

Amazon

Of the three retailers, Amazon has significantly more volume in terms of both review count and product count. Taking a look at their review metrics from the last year, Amazon garnered:

- An average of 2.5X more reviews than Walmart
- An average of 9.9X more reviews than Target
- A 6% increase in review volume over the prior year

Rank	Brand	Health Score (Curr)	Health Score (Prev)	Variance	Review Count	Review Length	Average Rating	Reviews per Product
1	Stone Street Coffee Company	81%	79%	2%	1,404	198	4.48	87.8
2	San Francisco Bay	80%	69%	11%	5,758	238	4.07	359.9
3	Maud's	77%	74%	3%	5,402	200	3.95	1,080.40
4	Chameleon Organic Coffee	74%		74%	480	525	4.53	160
5	Door County Coffee & Tea Co.	73%	75%	-2%	1,262	150	4.38	114.7
6	Folgers K Cups	73%	63%	10%	2,219	87	4.63	201.7
7	Verena Street	73%	63%	10%	264	213	4.41	88
8	Beaniac	72%	61%	11%	689	293	4.09	76.6
9	Caribou	72%	49%	23%	1,228	161	4.37	37.2
10	Peet's Coffee	72%	72%	0%	3,735	131	4.43	59.3
11	French Market Coffee	71%	68%	3%	1,091	153	4.5	77.9
12	Gurú Coffee Company	71%	73%	-2%	466	244	4.63	93.2
13	Barrie House	70%	35%	35%	270	367	4.25	67.5
14	Nespresso	70%	74%	-4%	3,183	125	4.38	67.7
15	Green Mountain Coffee	69%	60%	9%	5,032	105	4.53	55.9
16	Cameron's Coffee	69%	66%	3%	16,307	149	4.12	313.6
17	Blk & Bold	69%	77%	-8%	880	164	4.3	220
18	Lifeboost	69%	67%	2%	1,779	178	4.05	222.4
19	Solimo	68%	66%	2%	5,163	130	3.95	368.8
20	Eight O'Clock Coffee	68%	61%	7%	3,511	142	4.13	67.5
21	Four Sigmatic	67%	66%	1%	820	199	3.91	205
22	Crave Beverages	67%	61%	6%	1,550	154	3.98	310
23	L'OR	67%	75%	-8%	800	142	4.1	100
24	Brooklyn Beans	67%	65%	2%	4,843	139	3.81	230.6
25	McCafé	66%	61%	5%	2,739	105	4.47	52.7

Brand Health Score: 12 months ending 1/31/2022 (Minimum products/brand: 2, Minimum reviews per month: 10). This Year = February 2021 to January 2022. Last Year = February 2020 to January 2021.

Given Amazon's sizable lead in review volume, it's not surprising that the top 3 brands on Amazon (Stone Street Coffee Company, San Francisco Bay, and Maud's Coffee) were represented in the top 4 overall for all three retailers. Interesting, the #1 brand overall — Peet's Coffee — fell to the 11th spot in our Amazon rankings. Despite having a high number of reviews overall, Peet's Coffee had fewer reviews per product than other coffee brands on Amazon. Their Amazon reviews were also shorter than average.

Overall, the Brand Health Score for coffee brands on Amazon runs generally higher. This could be due to a number of factors. For one, reviews are critically important to Amazon's algorithm. This may explain the increase in review volume as brands may focus more on gathering reviews for the platform. Also, roasters who sell on Amazon may [benefit from Amazon's fulfillment service](#), which enables products to ship faster. Freshness is of the essence when it comes to coffee, which may lead to higher star ratings. Amazon Prime subscriptions also increase convenience for consumers, which may further contribute to higher star ratings.

For brands looking to boost review numbers and revenue, try a limited-time promotion. Last summer, Maud's Coffee (#3) hosted a [one-day sale](#) for all their coffee packs sold on Amazon.

What do the top 20 coffee brands on Target have in common? Among Target's top 20 coffee brands, the average star rating is 4.54 stars, with an average of 62 reviews per product and 986 reviews per brand. The top 3 brands were Peet's Coffee, Green Mountain Coffee Roasters, and Eight O'Clock Coffee, with Peet's Coffee experiencing the largest year-over-year improvement in Brand Health Score.

The reviews were slightly shorter on Target, around 143 characters. However, coffee brands on Target enjoyed the largest increase in review count across all three retailers, at 19%.

Rank	Brand	Health Score (Curr)	Health Score (Prev)	Variance	Review Count	Review Length	Average Rating	Reviews per Product
1	Peet's Coffee	83%	54%	29%	5,527	229	4.6	162.6
2	Green Mountain	69%	57%	12%	3,085	129	4.65	171.4
3	Eight O'Clock	64%	46%	18%	259	127	4.91	51.80
4	Community Coffee	63%	61%	2%	1,068	144	4.8	24.3
5	VitaCup	61%	62%	-1%	480	138	4.68	120
6	Bulletproof	59%	53%	6%	318	222	4.57	106
7	Good & Gather	53%	50%	3%	1,973	230	4.27	35.2
8	Four Sigmatic	52%	69%	-17%	449	115	4.81	149.7
9	Folgers	51%	47%	4%	591	172	4.28	26.9
10	Starbucks	50%	73%	-23%	1,989	149	4.11	34.9
11	Dunkin' Donuts	50%	40%	10%	821	133	4.29	32.8
12	The Original Donut Shop	48%	45%	3%	1,645	129	4.44	91.4
13	illy	46%	48%	-2%	163	115	4.82	27.2
14	Maxwell House	44%	35%	9%	90	148	4.6	15
15	Caribou	43%	40%	3%	362	111	4.68	19.1
16	Keurig	42%	50%	-8%	196	117	4.68	98
17	Cafe Bustelo	41%	45%	-4%	281	119	4.61	23.4
18	McCafé	40%	45%	-5%	298	102	4.49	49.7
19	Gevalia	38%	83%	-45%	94	147	4.64	13.4
20	Gloria Jean's Coffees	36%	29%	7%	179	111	4.51	89.5

Brand Health Score: 12 months ending 1/31/2022 (Minimum products/brand: 2, Minimum reviews per month: 10). This Year = February 2021 to January 2022. Last Year = February 2020 to January 2021.

Of the three retailers, Target has the tightest brand assortment in this category. Still, it's larger than it was before. In 2020, Target [added hundreds of new items](#) to its private-label Good & Gather brand, making it Target's largest private label brand. It also launched Good & Gather Signature, a premium line that includes specialty coffees. These efforts were designed to steal more market share from grocery competitors like Walmart, who in 2019 claimed 21% of market share compared to Target's 3%. Grocery drove much of the bullseye chain's growth during the pandemic, during which it grew ecommerce profits by 80%, and digital customers by 10 million.

Given Target's smaller assortment and recent inroads into the category, coffee brands tend to have fewer reviews on this site than Amazon or Walmart. However, given Target's increased focus on grocery, it's worth putting more focus on review content on this site, whether through a targeted campaign or syndication.

Walmart’s overall review count may have decreased year over year, but the top 25 brands didn’t let that slow them down. The top 25 brands had an average of 3,262 reviews across their products, compared with 2,012 for all coffee brands sold on Walmart.com.

There was not much difference in star rating, however, with the top 25 having an average rating of 4.66 stars vs. 4.63 stars for all coffee brands on Walmart. This is positive, as research shows that the “sweet spot” for star ratings is actually [between 4.2 and 4.5 stars](#).

The reviews for the top 25 coffee brands at Walmart were nearly 30% longer, at 137 characters vs. 106 characters for all the brands in our analysis. Given the importance of detailed reviews for grocery shoppers, brands seeking to improve their customer perception on Walmart may want to encourage longer reviews. Brands can prompt longer reviews with examples of helpful review content or leading questions in their review request emails.

Rank	Brand	Health Score (Curr)	Health Score (Prev)	Variance	Review Count	Review Length	Average Rating	Reviews per Product
1	Peet's Coffee	83%	64%	19%	12,456	239	4.62	355.9
2	Community Coffee	74%	72%	2%	3,052	123	4.82	82.5
3	Eight O'Clock	70%	57%	13%	765	134	4.78	38.30
4	VitaCup	69%	65%	4%	832	134	4.7	277.3
5	Green Mountain Coffee	69%	64%	5%	11,837	116	4.62	295.9
6	Folgers	68%	70%	-2%	16,821	94	4.78	311.5
7	Swiss Miss	68%	67%	1%	217	124	4.73	217
8	McCafé	66%	62%	4%	3,830	132	4.67	136.8
9	Starbucks	64%	59%	5%	5,802	196	4.47	65.9
10	*All Other Brands*	61%	51%	10%	3,973	139	4.58	16.5
11	Door County Coffee	61%	61%	0%	645	130	4.79	49.6
12	Gevalia	60%	74%	-14%	804	126	4.72	29.8
13	illy	60%	56%	4%	420	121	4.77	52.5
14	Caribou	58%	59%	-1%	1,414	101	4.67	108.8
15	Original Donut Shop	58%	52%	6%	3,781	123	4.54	199
16	Newman's Own	57%	50%	7%	399	115	4.73	199.5
17	Tim Hortons	57%	52%	5%	910	108	4.79	101.1
18	Cafe Bustelo	55%	65%	-10%	1,252	114	4.68	178.9
19	Maxwell House	55%	61%	-6%	1,646	115	4.7	53.1
20	Keurig	53%	55%	-2%	658	139	4.47	109.7
21	Yuban	52%	39%	13%	180	119	4.81	22.5
22	Dunkin'	51%	53%	-2%	3,399	118	4.5	94.4
23	Kahlúa	49%	48%	1%	425	110	4.67	106.3
24	Café Escapes	49%	45%	4%	662	115	4.49	220.7
25	Great Value	48%	50%	-2%	5,372	119	4.52	91.1

Brand Health Score: 12 months ending 1/31/2022 (Minimum products/brand: 2, Minimum reviews per month: 10). This Year = February 2021 to January 2022. Last Year = February 2020 to January 2021.

Long-established at-home coffee brands like Folgers, Swiss Miss, and Cafe Bustelo had a stronger showing among the top 25 coffee brands at Walmart, which may reflect consumer preferences. Similar brands may benefit from an increased investment in ratings and reviews content for Walmart.com.

Cereal

Prior to 2020, cereal sales had been on a downward trend, falling roughly 1% per year. Sales slowed due to increased competition from on-the-go options and interest in fresher ingredients.

Then the pandemic happened and cereal bounced back, with [sales growing 9% in 2020](#). March 2020 alone broke records with an [all-time monthly high](#) in U.S. cereal consumption as people rushed to stock up on dry goods. General Mills — which, along with Post Consumer Brands, represents roughly half of U.S. cereal market share — has managed to increase its market share for [37 straight months](#).

Cereal sales stayed high throughout the pandemic, as people returned to eating breakfast at home and stocked up on familiar, feel-good items like their favorite childhood cereals. In particular, Millennials [increased their cereal consumption](#) during the pandemic more than any other generation — a generation who also tends to [pay more attention to reviews](#) than older counterparts.

Cereal sales have since leveled out to more normal levels, but experts predict some of these new habits will stick. For example, cereal used to be a pantry staple that was easy to buy in-store. During the pandemic, many consumers shifted to purchasing it online. Today, some of those consumers may have decided they prefer buying online, while others will still check online to avoid arriving in-store and finding it out of stock.

Whether consumers are buying their cereal online, or referencing online listings to plan their in-store trip, they will encounter reviews content — and it will influence their purchasing decision.

Top 25 Cereal Brands by Brand Health Score (All 3 Retailers)

The top 25 cereal brands in our analysis include many expected brands. Given the scope of their market share and popularity with consumers, cereals from Post Consumers Brands (e.g. Pebbles), Kellogg's (e.g. Frosted Flakes, Special K) and General Mills (e.g. Cheerios, Cinnamon Toast Crunch) are well-represented among the top 25. For example, Kellogg's Frosted Flakes (#4) is one of America's [top 3 best-selling cereals](#). It also has one of the highest Brand Health Scores in our study — demonstrating how Brand Health Score often aligns with real-world revenue.

However, many specialty brands also performed very well. For example, the #1 cereal brand in our analysis — Bakery on Main — is a 100% gluten-free cereal brand. The brand experienced one of the largest improvements in their Brand Health Score year-over-year, with high-quality 267-character reviews, a 4.61 average star rating, and 166.3 reviews per product.

Nostalgic, fun brands like Kellogg's Frosted Flakes (#4), Froot Loops (#37), Cinnamon Toast Crunch (#18), and Pebbles (#19) had strong showings, as did heart-healthy brands like Special K (#3) and Raisin Bran Crunch (#12), and oatmeal brands like Oats Overnight (#8) and Bob's Red Mill (#11). Magic Spoon (#6) combines the two food themes of the pandemic — nostalgia and health — by offering childhood cereals reimaged with healthier ingredients.

Rank	Brand	Health Score (Curr)	Health Score (Prev)	Variance	Review Count	Review Length	Average Rating	Reviews per Product
1	Bakery On Main	94%	43%	51%	4,822	267	4.61	166.3
2	Frosted Mini-Wheats	87%	67%	20%	2,863	186	4.66	95.4
3	Kellogg's Special K	77%	68%	9%	4,179	162	4.52	60.6
4	Kellogg's Frosted Flakes	75%	86%	-11%	3,384	150	4.62	89.1
5	Kellogg's Raisin Bran	75%	71%	4%	2,026	143	4.63	253.3
6	Magic Spoon	74%	n/a	74%	1,475	294	3.76	737.5
7	Froot Loops	71%	94%	-23%	2,637	165	4.59	75.3
8	Oats Overnight	71%	66%	5%	823	228	4.21	54.9
9	Kellogg's Corn Flakes	71%	70%	1%	805	139	4.68	89.4
10	Post Honey Bunches of Oats	69%	72%	-3%	1,891	102	4.65	63
11	Bob's Red Mill	67%	52%	15%	1,892	153	4.55	14.1
12	Kellogg's Raisin Bran Crunch	67%	68%	-1%	621	143	4.6	103.5
13	Quaker	67%	58%	9%	6,732	141	4.31	41
14	Honeycomb	66%	56%	10%	446	100	4.62	148.7
15	Catalina Crunch	65%	59%	6%	1,551	189	3.45	258.5
16	Michele's Granola	64%	56%	8%	111	189	4.71	37
17	LIVLO	63%	68%	-5%	833	122	4.71	277.7
18	Cinnamon Toast Crunch	63%	68%	-5%	1,369	101	4.72	41.5
19	Post Pebbles	63%	61%	2%	1,062	109	4.57	31.2
20	Happy Belly	62%	42%	20%	642	181	3.99	71.3
21	Cheerios	62%	71%	-9%	5,325	106	4.61	55.5
22	Nature's Path	61%	60%	1%	2,772	204	4.31	25
23	Poop Like a Champion	61%	50%	11%	315	217	3.43	157.5
24	Great Grains	61%	67%	-6%	427	117	4.66	35.6
25	Oatmeal Squares	60%	54%	6%	249	193	4.24	49.8

Brand Health Score: Walmart, Amazon, Target combined. 12 months ending 1/31/2022 (Minimum products/brand: 2, Minimum reviews per month: 10). This Year = February 2021 to January 2022. Last Year = February 2020 to January 2021.

As we saw with the top coffee brands, the top cereal brands share several characteristics:

- Greater review coverage:** The top 25 cereal brands have greater review coverage, both overall and on a per-product basis. Across all their products, the top 25 brands average 2,042 reviews total, which is more than double the average of 890 for all brands included in our analysis. On a per-product basis, they also have twice the review volume, at 124 vs. 62. Our research shows that the difference in relative conversion lift between those two averages is [37.6%](#).
- Higher-quality reviews:** At 163 characters, the top 25 cereal brands have reviews that are 8% longer, on average, than all of the cereal brands included in our analysis. Brands can improve review length by asking more detailed questions or adding additional fields to their review form, such as pros and cons. [68% of consumers](#) always or regularly seek out longer reviews. Longer reviews correlate with more “helpful votes” and higher conversion rates — to the tune of [192.1% higher](#) than the average page visitor.
- Higher star ratings:** The average rating for the top 25 cereal brands is 4.42 stars, compared with the 4.14 average for all brands included in our analysis. The ideal star rating for improved conversion rates is [at least 4.2 stars](#). Brands below this threshold can improve their star rating by listening to feedback, and increasing review count among verified customers.

Overall, Amazon has more oats brands represented in its top 24 than do Target and Walmart, including Oats Overnight (#1), Bob’s Red Mill (#3), Quaker (#10), and McCann’s Irish Oatmeal (#12). Brands with fresher or organic ingredients and specialty diets (eg. keto, paleo, gluten-free) also performed well on Amazon, perhaps reflective of their wider availability on the ecommerce platform as opposed to in-store. Examples include Magic Spoon (#2), Nature’s Path (#4), Low Karb (#11), and Livlo (#13).

Compared with the average for all brands included in our analysis, Amazon’s top 24 cereal brands have 25% more review coverage, overall, at 760 reviews across all their products compared with 608 for all brands in the analysis. They also have significantly longer reviews, at 173 characters vs. 156 characters.

The largest differences, however, are in their average star ratings and reviews per product metrics. The top 24 cereal brands on Amazon have a 4.13 star rating, on average. When all the brands are included in the calculation, the average star rating drops to 3.97 stars. Both of these averages are below the ideal star ratings for conversion. Cereal brands looking to improve their star ratings may benefit from running a sampling campaign, review sweepstakes, or loyalty-based review program.

The top 24 cereal brands on Amazon also have 111 reviews per product on average. That’s nearly double the amount for all brands in our analysis, which is 64 reviews per product. Higher review volumes are a key consideration for consumers. [79% of consumers](#) say they always or regularly consider review volume.

Rank	Brand	Health Score (Curr)	Health Score (Prev)	Variance	Review Count	Review Length	Average Rating	Reviews per Product
1	Oats Overnight	82%	79%	3%	823	228	4.21	54.9
2	Magic Spoon	77%	n/a	77%	1,475	294	3.76	737.5
3	Bob's Red Mill	73%	62%	11%	1,722	156	4.53	14.7
4	Nature's Path	68%	66%	2%	1,179	190	4.04	17.1
5	Happy Belly	67%	50%	17%	642	181	3.99	71.3
6	Kellogg's Frosted Flakes	66%	75%	-9%	228	201	4.42	9.9
7	Michele's Granola	66%	59%	7%	111	189	4.71	37
8	Catalina Crunch	65%	65%	0%	1,517	189	3.45	505.7
9	Quaker	64%	57%	7%	4,136	116	4.12	30
10	Low Karb	64%	65%	-1%	838	134	4.2	104.8
11	McCann's Irish Oatmeal	64%	64%	0%	326	155	4.48	14.8
12	LIVLO	64%	70%	-6%	833	122	4.71	277.7
13	Wonderworks	64%	35%	29%	397	223	2.54	99.3
14	Poop Like a Champion	62%	55%	7%	315	217	3.43	157.5
15	Wildway	61%	70%	-9%	296	178	4.53	29.6
16	Love Crunch	61%	68%	-7%	216	180	4.04	72
17	Cheerios	60%	54%	6%	977	106	4.06	22.2
18	Coach's Oats	59%	45%	14%	116	129	4.59	58
19	Weetabix	58%	50%	8%	382	133	4.33	21.2
20	Three Wishes	58%	42%	16%	216	209	3.72	54
21	Post Better Oats	57%	56%	1%	163	160	4.47	81.5
22	Palmetto Farms	56%	61%	-5%	148	145	4.52	74
23	Cascadian Farm	56%	52%	4%	434	137	4.1	15
24	Post Honey Bunches of Oats	55%	48%	7%	326	84	4.42	21.7

Brand Health Score: 12 months ending 1/31/2022 (Minimum products/brand: 2, Minimum reviews per month: 10). This Year = February 2021 to January 2022. Last Year = February 2020 to January 2021.

Target

As with coffee, Target has the tightest brand assortment of the three retailers, so our rankings are limited to a top 19 as opposed to a top 25.

The 3 brands with the highest Brand Health Scores on Target.com included Frosted Mini-Wheats, Quaker, and Nature's Path. Two Target private label brands — Good & Gather (#14) and Market Pantry (#19) made it into the top rankings.

Overall, the top cereal brands on Target have an average review count of 485 across all their products, and 72 reviews per product. Their reviews are 163 characters long, on average, and earn a 4.28 star rating.

Rank	Brand	Health Score (Curr)	Health Score (Prev)	Variance	Review Count	Review Length	Average Rating	Reviews per Product
1	Frosted Mini-Wheats	82%	59%	23%	567	219	4.6	113.4
2	Quaker	74%	60%	14%	2,144	190	4.62	102.1
3	Nature's Path	68%	40%	28%	1,271	222	4.5	105.9
4	Kellogg's Frosted Flakes	64%	63%	1%	374	142	4.63	187
5	Kellogg's Special K	59%	67%	-8%	941	157	4.47	94.1
6	Post Pebbles	59%	38%	21%	353	110	4.78	88.3
7	Kellogg's Raisin Bran	56%	67%	-11%	504	154	4.47	100.8
8	Great Grains	54%	50%	4%	167	130	4.68	55.7
9	Malt-O-Meal	54%	44%	10%	294	136	4.58	49
10	Froot Loops	53%	92%	-39%	364	180	4.56	91
11	Post Honey Bunches of Oats	52%	64%	-12%	450	131	4.42	90
12	Cheerios	46%	25%	21%	252	139	4.54	12.6
13	WONDERWORKS	45%	26%	19%	254	214	2.38	127
14	Good & Gather	44%	52%	-8%	504	122	4.53	17.4
15	Kashi	39%	29%	10%	339	221	3.81	26.1
16	Better Oats	37%	58%	-21%	135	197	4.21	33.8
17	Rice Krispies	34%	49%	-15%	157	184	3.46	39.3
18	Love Crunch	25%	56%	-31%	89	124	4.43	22.3
19	Market Pantry	6%	11%	-5%	48	119	3.69	8

Brand Health Score: 12 months ending 1/31/2022 (Minimum products/brand: 2, Minimum reviews per month: 10). This Year = February 2021 to January 2022. Last Year = February 2020 to January 2021.

Given Target's currently limited product offering, cereal brands already selling on Target have a unique opportunity. By improving their review content now, they can gain a sizable advantage ahead of current and future competitors. As Melissa Molitor, eCommerce Merchandising Manager for Post Consumer Brands said, "In the grocery sector we've seen five years of digital innovation in roughly 12 months. Competing online is just a lot harder if you don't have ratings and reviews on your site."



Walmart

Like Target, Walmart has more traditional cereal options in its top 25 when compared to Amazon's mix of traditional, organic, and specialty diet cereals. Although, Bakery on Main, a celiac-friendly cereal, took the #1 spot at Walmart. As expected, the top 25 cereal brands on Walmart have slightly longer reviews and higher star ratings. However, the top 25 cereal brands stand out for their review coverage, both across their product line and on a per-product basis. Overall, the top 25 brands on Walmart have 1,441 reviews across all of their products, which is 62% higher than 890, the average for all the brands included in our analysis.

When it comes to reviews per product, the top 25 brands on Walmart have 165 reviews per product, on average, compared with 100 reviews per product for all brands. Three of the top 5 brands have even more reviews per product: Bakery on Main (#1, 914 reviews per product); Kellogg's Frosted Flakes (#4, 214 reviews per product); and Kellogg's Raisin Bran (#5, 507 reviews per product).

When compared to Target and Amazon, Walmart cereal brands have significantly more coverage, with nearly 2x more reviews than Amazon and 3x more than Target. Walmart customers also appear to be more satisfied with their cereal as well, as the site's overall average star ratings are 7% to 15% higher than Target and Amazon, respectively.

Rank	Brand	Health Score (Curr)	Health Score (Prev)	Variance	Review Count	Review Length	Average Rating	Reviews per Product
1	Bakery On Main	94%	23%	71%	4,570	272	4.65	914
2	Frosted Mini-Wheats	86%	68%	18%	2,168	172	4.71	180.7
3	Kellogg's Special K	80%	62%	18%	2,774	175	4.6	138.7
4	Kellogg's Frosted Flakes	78%	79%	-1%	2,782	142	4.64	214
5	Kellogg's Raisin Bran	75%	69%	6%	1,522	134	4.68	507.3
6	Kellogg's Corn Flakes	71%	70%	1%	717	110	4.69	179.3
7	Froot Loops	70%	91%	-21%	2,146	168	4.63	134.1
8	Quaker	68%	48%	20%	452	152	4.62	90.4
9	Cheerios	66%	71%	-5%	4,096	98	4.75	128
10	Kellogg's Raisin Bran Crunch	64%	65%	-1%	621	143	4.6	103.5
11	Cinnamon Toast Crunch	63%	63%	0%	1,198	92	4.74	79.9
12	Post Honey Bunches of Oats	61%	60%	1%	1,115	61	4.81	111.5
13	Lucky Charms	57%	62%	-5%	868	106	4.69	96.4
14	Chex	52%	32%	20%	417	100	4.62	32.1
15	Nature's Path	51%	45%	6%	322	176	4.56	10.7
16	Apple Jacks	49%	80%	-31%	584	225	4.38	97.3
17	Life Cereal	47%	59%	-12%	212	172	4.58	42.4
18	Kellogg's Other Brands	47%	26%	21%	247	133	4.6	30.9
19	Post Pebbles	46%	57%	-11%	559	118	4.61	43
20	Great Value	46%	42%	4%	1,313	104	4.56	45.3
21	Great Grains	45%	58%	-13%	243	98	4.65	81
22	Oatmeal Squares	45%	40%	5%	131	189	4.39	65.5
23	Cascadian Farm	45%	41%	4%	416	86	4.66	34.7
24	Krave	41%	30%	11%	181	133	4.36	90.5
25	Kashi	40%	35%	5%	327	203	4.35	21.8

Brand Health Score: 12 months ending 1/31/2022 (Minimum products/brand: 2, Minimum reviews per month: 10). This Year = February 2021 to January 2022. Last Year = February 2020 to January 2021.

Is Your Breakfast Brand Ready for Today's Online Shopper?

As online shopping becomes more important in grocery categories, purchasing volumes will grow. So will the competition. In order to stand out, cereal and coffee brands must be prepared with the reviews content their customers are seeking.

What kind of reviews content do consumers want to see? In short, a lot of recent, high-quality reviews. 97% of consumers actively seek out longer, more detailed reviews at least sometimes. Around half of consumers expect to see reviews written within the last month. Ideally, shoppers say they want to see at least 500 reviews. And the more reviews the better — all things being equal, consumers will choose the product with more reviews. (All of these factors are explored in detail in our [Complete Guide to Ratings and Reviews](#).)

Moving forward, brands should expect consumers will be shopping differently than they have in the past, and at different retailers. To stay competitive, brands must market differently as well, with an increased emphasis on reviews.



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