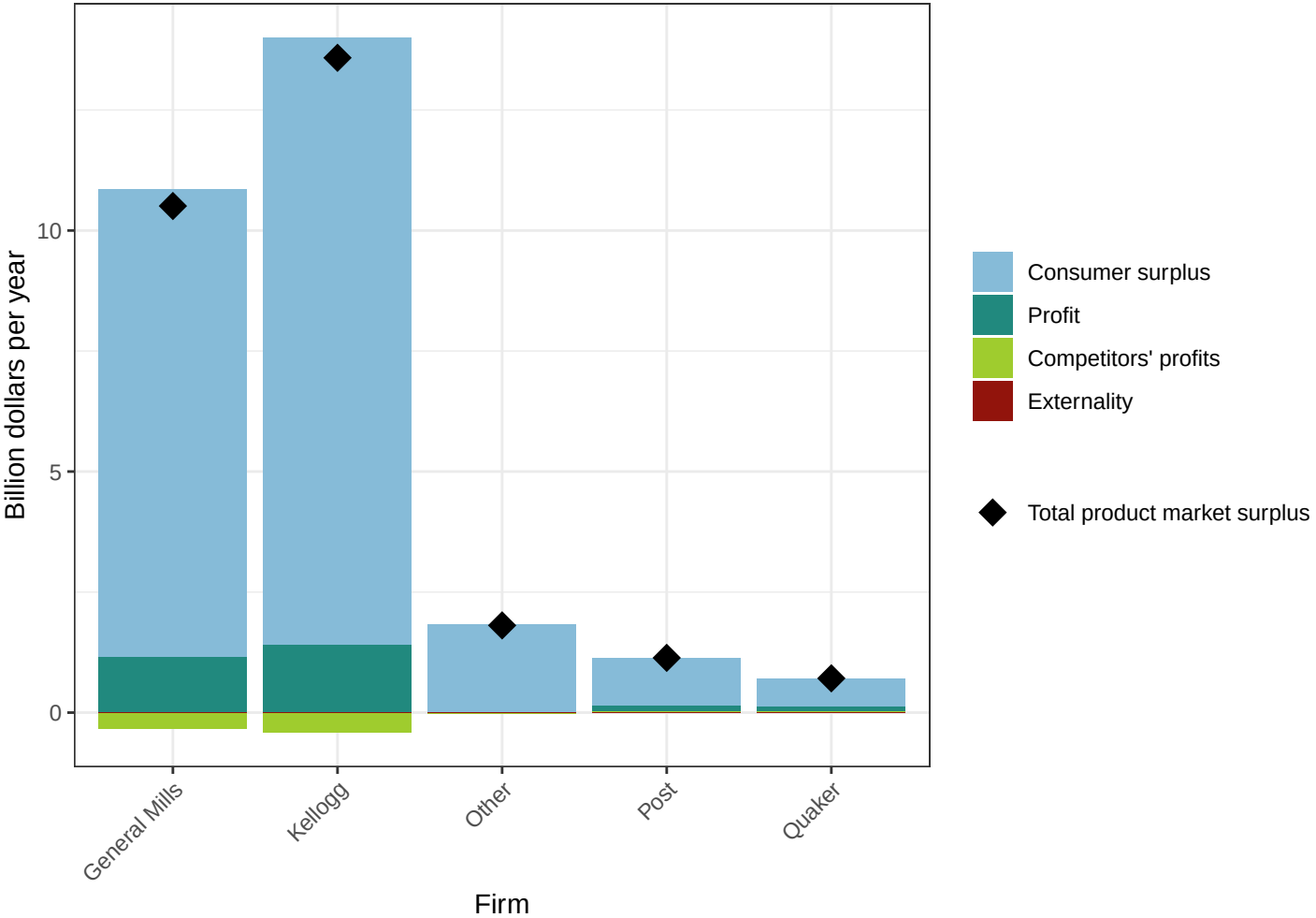
Billion dollars per year
10
5
0
General Mills
Kellogg
Other
Post
Quaker
Firm
Consumer surplus
Profit
Competitors' profits
Externality
Total product market surplus