

Frozen Breakfast Foods - US - July 2015

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"The frozen breakfast foods category reached \$3.2 billion in 2015, although it struggled to grow sales over the last two years. The category continues to face competition from other breakfast foods viewed as healthier or more convenient, as well as foodservice options."

Amanda Topper, Food Analyst

This report looks at the following areas:

- Frozen breakfast handhelds only segment to grow
- Strong competition from other breakfast foods
- Consumers remain skeptical about nutrition

This report builds on the analysis presented in Mintel's *Breakfast Foods – US September 2012*; *Breakfast Entrées and Sandwiches – US, November 2010*; *Breakfast Foods – US, November 2009*; as well as *Breakfast Foods: The Market – US, November 2008* and the *October 2006* report of the same title.

For the purposes of this report, breakfast foods are covered as per the following definitions:

- Frozen breakfast entrées (eg breakfast bowls, pancakes)
- Frozen breakfast handhelds (eg burritos, sandwiches)
- Frozen waffles
- Other frozen breakfast food (including toaster pastries, French toast sticks)

The following categories are excluded from this report:

- Frozen and refrigerated breakfast meats (eg bacon, sausage)
- Refrigerated breakfast entrées and handhelds
- Breads and pastries (including shelf-stable, fresh, refrigerated, and frozen doughnuts, muffins, bagels, coffeecakes, snack cakes, Danishes, pastries, and mixes to make such products)

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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