

Frozen Breakfast Foods - US - August 2016

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"While brands are capitalizing on healthier attributes, the entire category faces significant competition from alternative breakfast options regarded as healthier and more portable. Continued focus on nutrition and on-the-go features could propel the category to future growth, but brands may well consider promoting frozen breakfast as an alternative to restaurant breakfasts."

- William Roberts, Jr, Senior Food & Drink Analyst

This report looks at the following areas:

- Frozen breakfast sales grow
- Competition from foodservice breakfast options
- Other at-home options vie for attention at breakfast

This report builds on the analysis presented in Mintel's *Frozen Breakfast Foods – US, June 2015*, *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, frozen breakfast foods are covered as per the following definitions:

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

The following categories are excluded from this Report:

- Frozen and refrigerated breakfast meats (eg bacon, sausage)
- Refrigerated breakfast entrees 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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