

Frozen Breakfast Foods - US - August 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"The market for frozen breakfast foods has entered into a relatively stable period of stagnation, with frozen handheld options managing a degree of growth, as they cater to consumer demand for easy-to-use and portable breakfast foods."

- **William Roberts, Jr, Senior Food & Drink Analyst**

This report looks at the following areas:

- **Handheld options cater to portability demand**
- **Restaurants encouraging more breakfast consumption**
- **Increase in childless households portends a need for change**

Interestingly, a chief competitor to the category, restaurant breakfast menus, may well be encouraging consumers to view breakfast foods as an any-time-of-day meal, a notion which retail brands could leverage to increase usage of their breakfast options.

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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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