

Breakfast Eating Habits - UK - July 2018

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“Breakfast habits are becoming more fragmented. Busy lifestyles are seeing people skip this meal, eat it on the go or graze through the morning, fuelling demand for products that can be eaten quickly and easily. Meanwhile brunch offers an opportunity for people to spend time enjoying their morning meal, helping to counterbalance the stress of everyday life.”

- Anita Winther, Research Analyst

This report looks at the following areas:

- Evolving breakfast habits present ongoing opportunities for convenience-led products
- Scope to harness the popularity of more leisurely breakfast and brunch occasions in retail
- Breakfast needs to deliver on energy provision

Breakfast remains on the menu for nearly everyone. That breakfast is widely viewed as the most important meal of the day, functioning for many as a springboard for healthy eating throughout the day, supports its place as a cornerstone meal occasion.

However, signs are pointing towards a generational shift in breakfast eating habits. The older generations are more likely than younger cohorts to eat breakfast at home every day and also have a lower repertoire of foods typically eaten. Traditional breakfast patterns clearly remain prevalent among older consumers, suggesting that the ageing population should benefit in-home breakfast operators and traditional breakfast foods.

In contrast, more fragmented routines appear to be taking root among the younger generations. They are more likely to eat breakfast out of home, many doing so while on the go, and to eat a wider range of foods for breakfast. Additionally, the young's propensity to snack is also impacting on breakfast eating, seeing them graze on smaller breakfast items throughout the morning rather than eating one big breakfast.

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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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Table of Contents

Overview

What you need to know
 Products covered in this Report

Executive Summary

The market

- Sugar reduction remains on the agenda
- 'One You' campaign recommends 400-calorie breakfasts
- Breakfast habits are being transformed by busy lifestyles
- In-home market should benefit from the ageing population
- Companies and brands
- Convenient breakfast products cater for the time-poor
- Breakfast foods make progress towards sugar reduction target
- Protein continues to attract NPD, yogurts add fibre
- Brands take a holistic approach to health messages
- Dorset Cereals looks to slow down breakfast

The consumer

- Eating breakfast is near universal
- The home remains at the heart of the breakfast occasion
 - Figure 1: Frequency of eating breakfast at home and out of home, May 2018
- Eating in is most common location for breakfast out of home
 - Figure 2: Where breakfast is typically eaten out of home, May 2018
 - Figure 3: Where breakfast is typically bought when eating out of home, May 2018
- Breakfast cereals are the most popular choice at home
 - Figure 4: Breakfast items typically eaten at home and out of home, May 2018
- Lack of hunger is main reason for not having breakfast
 - Figure 5: Reasons for not eating or often skipping breakfast, May 2018
- A healthy breakfast supports a healthy day
- Brunch creates both competition and opportunities
 - Figure 6: Behaviours relating to breakfast, May 2018
- Breakfast needs to deliver an energy boost
- Social media offers breakfast inspiration to the young
 - Figure 7: Attitudes towards breakfast, May 2018

What we think

Issues and Insights

Evolving breakfast habits present ongoing opportunities for convenience-led products

The facts

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The implications

Scope to harness the popularity of more leisurely breakfast and brunch occasions in retail

The facts

The implications

Breakfast needs to deliver on energy provision

The facts

The implications

The Market – What You Need to Know

Sugar reduction remains on the agenda

'One You' campaign recommends 400-calorie breakfasts

Breakfast habits are being transformed by busy lifestyles

In-home market should benefit from the ageing population

Market Drivers

Sugar and calories are in the spotlight

61% of adults are overweight or obese

Sugar reduction remains a focus

Breakfast categories feature prominently in PHE's sugar reduction targets

PHE unveils calorie reduction targets

'One You' campaign recommends 400-calorie breakfasts

Busy lifestyles are transforming breakfast habits

Ageing population should benefit in-home market

Health messages can boost appeal among the older generation

Figure 8: Trends in the age structure of the UK population, 2013-18 and 2018-23

The squeeze on real incomes eases

Figure 9: Annual percentage change in CPI and AWE (regular pay), monthly basis, January 2012-April 2018

Companies and Brands – What You Need to Know

Convenient breakfast products cater for the time-poor

Breakfast foods make progress towards sugar reduction target

Protein continues to attract NPD, yogurts add fibre

Brands take a holistic approach to health messages

Dorset Cereals looks to slow down breakfast

Launch Activity and Innovation

Snack bars grow share of launches

Figure 10: Share of new product launches in typical breakfast food categories, by sub-category, 2014-18

Breakfast products cater for the time-poor

Biscuits and bars remain a hotbed of NPD...

...while snack balls have rolled into the breakfast category

Figure 11: Examples of convenience-focused launches in the breakfast market

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Breakfast drinks attract new brands

Retail brands take on foodservice with popular out-of-home options

Breakfast cereals make progress towards sugar reduction target

L/N/R sugar launches rise in yogurt

Cereal brands innovate with ancient grains and seeds

Kellogg ramps up the positive nutrition message with W.K. Kellogg range

Figure 12: W.K. Kellogg breakfast cereal launch

Protein continues to attract NPD

Figure 13: Share of new product launches featuring a high/added-protein claim in typical breakfast food categories, 2014-18

Protein remains a trend in breakfast cereals

Snack bars continue to blur category lines with protein launches

Protein activity continues in bread

Leading yogurt players launch quark products

Figure 14: Examples of protein launches in the breakfast market

Yogurts leverage the appeal of wholegrain and fibre

Figure 15: Examples of fibre launches in the youghurt category

Free-from breakfast offering continues to grow

Breakfast cereals cater for gluten avoiders

Positive nutrition and 'foodism' inspire gluten-free bread innovation

Gluten-free offerings also for the on-the-go consumer

Sausages go flexitarian...

...while Finnebrogue cuts nitrites from bacon and ham

Advertising and Marketing Activity

Breakfast categories reduce adspend

Figure 16: Total above-the-line, online display and direct mail advertising expenditure on selected breakfast foods^, 2014-18

Brands take a holistic approach to health messages

Coco Pops looks to appeal to time-pressed and health-conscious parents

Shreddies spotlights the importance of starting the day the right way

Belvita's aim to brighten the morning commute resonates

Dorset Cereals looks to slow down breakfast

Cheerios highlights the importance of family breakfasts

Brands encourage experimentation

Co-op advert focuses on the cooked breakfast

McDonald's pushes breakfast occasion in several adverts

Nielsen Ad Intel coverage

The Consumer – What You Need to Know

Eating breakfast is near universal

The home remains at the heart of the breakfast occasion

Eating in is most common location for breakfast out of home

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 Lack of hunger is main reason for not having breakfast
 A healthy breakfast supports a healthy day
 Brunch creates both competition and opportunities
 Breakfast needs to deliver an energy boost
 Social media offers breakfast inspiration to the young

Breakfast Habits

Breakfast eating is ingrained

Figure 17: Where people eat breakfast, May 2018

The home remains the mainstay for breakfast eating

Figure 18: Frequency of eating breakfast at home and out of home, May 2018

Out-of-home breakfast peaks among the young and urbanites...

...as well as among affluent households

Figure 19: Eating breakfast out of home once a week or more, by age, May 2018

Where Breakfast is Eaten and Bought Out of Home

Eating in is most common location for breakfast out of home

Two in five 16-34-year-olds eat breakfast on the go

Work/school/college is the most common location for frequent out-of-home eaters

Figure 20: Where breakfast is typically eaten out of home, May 2018

Coffee/sandwich shops are the most common place to buy breakfast

The young have the larger repertoire of purchase locations

Figure 21: Where breakfast is typically bought when eating out of home, May 2018

Breakfast Foods Eaten at Home and Out of Home

Breakfast cereals are the most popular choice at home

Figure 22: Mintel's consumer focus group findings – Usage of breakfast cereals, May 2018

Toasts remain a staple to many

Cooked breakfasts at home most popular among 25-34s

Figure 23: Breakfast items typically eaten at home and out of home, May 2018

Hot foods are the most popular choices out of home

Breakfast replacements most popular among younger consumer

Figure 24: Mintel's consumer focus group findings – usage of cereal bars, May 2018

25-34-year-olds have the widest repertoires

Figure 25: Repertoire of breakfast items typically eaten at home and out of home, May 2018

Reasons for Not Eating Breakfast

One in three often skip breakfast

Figure 26: Consumers who often skip breakfast, by age, May 2018

Lack of hunger is main reason for not having breakfast

Figure 27: Reasons for not eating or often skipping breakfast, May 2018

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Time is of the essence for breakfast skipping

Intermittent fasting diets have had a rising profile

Figure 28: Mintel's consumer focus group findings – skipping breakfast as part of intermittent fasting, May 2018

Breakfast Behaviours

A healthy breakfast sets the springboard for a healthy day

Added sugar is avoided by many

Women are most calorie-conscious

Health should not come at the sacrifice of taste

Figure 29: Behaviours relating to breakfast, May 2018

Rising profile of brunch creates competition...

...and opportunities

Sainsbury's launches Christmas brunch range

'Snackification' of breakfast is widespread among the young

Attitudes towards Breakfast

People want an energy boost from their breakfast

Energy references are well established in cereals

Nuts are a good fit for energy associations

On-trend ingredients linked to energy can provide differentiation

Figure 30: Attitudes towards breakfast, May 2018

Social media offers breakfast inspiration to the young

Figure 31: Smoothie bowl product examples, UK and US, 2017/18

Social media presence is important

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Launch Activity and Innovation

Definition

Figure 32: Share of new product launches in typical breakfast food categories, by top 10 claims, 2014-18

Figure 33: Share of breakfast cereal and yogurt launches featuring a low/no/reduced sugar claim, 2014-18

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