

Breakfast Foods - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Boosting the importance of breakfast is in order. Only about half of US adults think breakfast is more important than lunch or dinner, down from 2014, and less than half say it sets the tone for their day. Nevertheless, consumption is high. Opportunity for portable options is strong, with few weekday breakfast eaters doing so while in transit, others doing so at their destination."

- **Beth Bloom, Associate Director - Food & Drink**

This report looks at the following areas:

- Breakfast dips as most important meal of the day
- Busy schedules are most likely to blame for skipping breakfast
- One in five younger adults eats breakfast while in transit

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Breakfast Foods - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Breakfast dips as most important meal of the day

Figure 1: Meal statements, 2014 and 2018

Busy schedules are most likely to blame for skipping breakfast

One in five younger adults eats breakfast while in transit

Figure 2: Breakfast consumption – Any day, by age, April 2018

The opportunities

Breakfast players should keep snackers in mind

Figure 3: Breakfast attitudes/behaviors – Snack, by age, April 2018

Health leads breakfast attributes of interest, followed by convenience

Figure 4: Breakfast attributes, April 2018

The highest percentage of respondents say a healthy breakfast is high in protein

Figure 5: Healthy breakfast, April 2018

What it means

The Market – What You Need to Know

Breakfast dips as most important meal of the day

Busy schedules are most likely to blame for skipping breakfast

Breakfast food manufacturers should keep snackers in mind

Three quarters of adults are currently managing their weight

Market Factors

Breakfast dips as most important meal of the day

Figure 6: Meal statements, 2014 and 2018

Busy schedules are most likely to blame for skipping breakfast

Less than half of breakfast eaters say breakfast sets the tone for the day

Figure 7: Breakfast attitudes/behaviors – Tone, April 2018

Figure 8: Breakfast attitudes/behaviors – Tone, by age, April 2018

Messaging related to productivity and health may resonate

Breakfast food manufacturers should keep snackers in mind

Figure 9: Snacking frequency, March 2017

Three quarters of adults are currently managing their weight

Figure 10: Weight management status, July 2017

Key Players – What You Need to Know

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Breakfast Foods - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Cereal continues to lead breakfast launches
 Clean claims are on the rise
 Frozen launches decline
 "Healthy" breakfast items fall short on consumer appeal

What's Working?

Cereal continues to lead breakfast launches
 Figure 11: Food and drink launches featuring the word "breakfast," by leading subcategories, 2013-18*

Clean claims are on the rise
 Figure 12: Food and drink launches featuring the word "breakfast," by leading claims, 2013-18*

Figure 13: Food and drink launches featuring the word "breakfast," by fastest growing claims, 2013-18*

Purchase intent is highest for breakfast splurges

What's Struggling?

Frozen launches decline
 Figure 14: Food and drink launches featuring the word "breakfast," by storage type, 2013-18*

Healthy items don't garner particularly high purchase intent
 Convenience items don't score well for health

What's Next?

Promoting variety to retain interest
 Seasonal varieties can add excitement to favorite products all year long
 Trendy ingredients and flavors make their way to breakfast
 Spicy flavors
 Superfoods and functional ingredients
 Boosting breakfast excitement through international flavors
 A focus on protein to convey health
 Keeping meat-free alternatives in mind
 Brunch cues add options for breakfast
 Bowled over by breakfast
 Sweet and savory flavor profiles
 Bringing boozy brunch to breakfast
 Breakfast snacks
 Other categories make a play for the breakfast occasion
 McCormick introduces breakfast seasonings

The Consumer – What You Need to Know

92% of consumers eat breakfast on weekdays; 95% do so on weekends
 69% of respondents make breakfast from scratch
 Health leads breakfast attributes of interest, followed by convenience
 Cereal leads for weekday breakfast, eggs are most popular on weekends
 Most respondents say a healthy breakfast is high in protein

**BUY THIS
 REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Breakfast Foods - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Breakfast Consumption

92% of consumers eat breakfast on weekdays; 95% do so on weekends

Figure 15: Breakfast consumption, April 2018

Men are more likely than women to eat breakfast at a foodservice

Figure 16: Breakfast consumption, by gender, April 2018

Close to one in five younger consumers are eating breakfast in transit

Figure 17: Breakfast consumption, by age, April 2018

Middle-income earners are more likely to visit foodservice for breakfast

Figure 18: Breakfast consumption, by HH income, April 2018

Breakfast Source

69% of respondents make breakfast from scratch

Figure 19: Source of breakfast, April 2018

Three quarters of Hispanics make breakfast from scratch

Figure 20: Source of breakfast, by Hispanic origin, April 2018

Parents look to convenience

Figure 21: Source of breakfast, by parental status, April 2018

Foodservice is important for those who eat while in transit

Figure 22: Source of breakfast, by consumption location, April 2018

Low interest in breakfast meal kits

Figure 23: Breakfast attitudes/behaviors – Meal kit, April 2018

Figure 24: Breakfast attitudes/behaviors – Meal kit, by age, April 2018

Breakfast Attributes

Health leads breakfast attributes of interest, followed by convenience

Figure 25: Breakfast attributes, April 2018

Figure 26: TURF analysis – Breakfast attributes, April 2018

Figure 27: Table – TURF analysis – Breakfast attributes, April 2018

Women are especially likely to seek a healthy breakfast

Figure 28: Breakfast attributes, by gender, April 2018

Health is of greater interest to older consumers, energizing appeals to younger eaters

Figure 29: Breakfast attributes, by age, April 2018

Fresh is of particular importance to Hispanic consumers

Figure 30: Breakfast attributes, by Hispanic origin, April 2018

In-transit and destination eaters are most likely to seek convenience

Figure 31: Breakfast attributes, by consumption location, April 2018

A third of consumer say breakfast is their lightest meal of the day

Figure 32: Breakfast attitudes/behaviors – Lightest, April 2018

Breakfast Foods Consumed

Cereal leads for weekday breakfast, eggs are most popular on weekends

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Breakfast Foods - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 33: Breakfast foods consumed, by segmentation, April 2018

Less than half of consumers eat the same thing for breakfast daily

Figure 34: Breakfast attitudes/behaviors – Habits, April 2018

Nearly a quarter of 18-24s snack for breakfast

Figure 35: Breakfast attitudes/behaviors – Habits, by age, April 2018

28% of parents say they eat the same breakfast as their kids

Figure 36: Breakfast attitudes/behaviors – Kids, April 2018

Breakfast Food Perceptions

Full breakfast (positive)

Cereal (positive)

Croissant (positive)

Smoothie bowl (positive-neutral)

Avocado toast (neutral)

Toaster pastry (negative)

Breakfast Scenarios

Normal weekday: Quick, easy, light, and convenient lead for weekday breakfast

Running late to work/class/meeting: Beverages/fruit help out when consumers are running late

Extra time: Hot breakfast is a more common occurrence when time allows

Important meeting: Consumers seek energizing options

Healthy Breakfast

The highest percentage of respondents say a healthy breakfast is high in protein

Figure 37: Healthy breakfast, April 2018

Women are more likely than men to equate high protein with health

Figure 38: Healthy breakfast, by gender, April 2018

Low sugar, grains, and low fat more likely to equal health among 45+

Figure 39: Healthy breakfast, by age, April 2018

Respondents tie healthfulness to energy

Less than half of breakfast eaters think eating at home is healthier than away from home

Figure 40: Breakfast attitudes/behaviors – Healthy, April 2018

Food and Drink Shopper Segmentation

Figure 41: Cluster analysis of breakfast foods, April 2018

Karen: Convince me

Figure 42: Profile of Karen: Convince me, April 2018

Opportunities

Figure 43: Breakfast consumption (home), by segmentation April 2018

Alyssa: I'll take it

Figure 44: Profile of Alyssa: I'll take it, April 2018

Opportunities

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Breakfast Foods - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 45: Breakfast attributes, by segmentation, April 2018

Tammy: Traditional and tired

Figure 46: Profile of Tammy: Traditional and tired, April 2018

Opportunities

Figure 47: Source of breakfast, by segmentation, April 2018

David: Driven by value

Figure 48: Profile of David: Driven by value, April 2018

Opportunities

Figure 49: Breakfast attitudes/behaviors – Tone, by segmentation, April 2018

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com