

Consumer Breakfast Eating Habits - UK - February 2010

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What is this report about?

Breakfast is considered to be the most important meal in the day, and has been found to aid concentration and cognitive function. Despite assumptions that consumers are missing breakfast, consumer research for this report found that only a tenth of consumers skip breakfast with two thirds of consumers eating breakfast at home every day.

A key driver in the breakfast food market is consumer demand for quick and convenient breakfast solutions that are easy to prepare, as well as demand for a healthy meal to start the day. With extended working hours combined with the everyday of family and leisure commitments, consumers are looking for time-saving solutions and this is reflected in their choice of breakfast foods.

What have we found out?

- With tightening budgets and relatively less disposable income, 22m consumers appreciate the cost efficiencies of having breakfast at home compared to a restaurant.
- Two-thirds of consumers eat their breakfast at home everyday with just 2% eating out everyday. This is in contrast to the US where 46% of consumers eat their breakfast out during the weekday.
- Breakfast cereals (hot and cold) are the favourite breakfast food choice for 30m consumers, followed by toast, favoured by 27m consumers.
- Almost 25m consumers eat breakfast as it is part of their daily routine, yet four million consumers claim not to have time to eat breakfast.,
- Despite assumptions of children's pester power in purchasing decisions at supermarkets, just 1.6m parents claim their children normally choose breakfast foods bought at the supermarket
- Manufacturers should be more actively targeting consumers with breakfast products in the build up to the weekend: a fifth of consumers spend more time eating breakfast during the weekend.

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