

Breakfast Catering - UK - February 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Lifestyle branding is an increasingly prevalent tool in the eating out market as foodservice operators look to engage with consumers on additional levels than price and menu which are no longer the venue differentiators they once were.”

– Helena Spicer – Senior Foodservice Analyst

In this report we answer the key questions:

- How can out-of-home breakfast operators leverage health trends in in-home products to increase their value-for-money perception?
- How can breakfast operators use branding trends within the wider eating out market to increase loyalty?
- How can out-of-home breakfast operators leverage customisation and convenience to compete with in-home/retail options?
- What attributes can breakfast operators highlight in order to target older consumers more effectively?

Although eating out remains a top spending priority for consumers (after bills), consumer confidence remains volatile and their approach to spending remains cautious. As such, meal occasions which offer ‘experience’ tend to be prioritised, leaving day parts such as breakfast and lunch vulnerable to cutbacks and highly price-sensitive.

However, product innovations are helping grab-and-go operators in particular to reinvigorate consumers’ enthusiasm for spending on breakfast, particularly in high-footfall urban areas, by tapping into demands for convenience and variety through products such as porridge and poached egg pots.

Consumer research for this report identifies value-added labels such as fuller for longer, contains one of your five RDA and fresh ingredients as key menu enticements, suggesting operators can use them as quality cues, tapping into consumers’ heightened demand for value for money.

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