

Breakfast Eating Habits - UK - April 2014

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“Operators could look to marketing to reposition breakfast as a way to connect people or to offer a bit of me-time before tackling the day, reminding consumers that, for example, a bowl of porridge or a crumpet with butter is worth savouring.”

– Amy Price, Senior Food and Drink Analyst

This report looks at the following areas:

- Is there an ongoing role for convenience in the breakfast sector
- How can bread brands compete with cereal?
- How will marketing breakfast as me-time or a way to reconnect with others challenge the convenience proposition?

Some 95% of UK adults eat breakfast at home, though only 54% do so daily. Meanwhile more than half eat breakfast out of home, one in three doing so at least once a week.

Showing the time pressures consumers face, convenience is important to the breakfast foods market. Almost half of those eating breakfast at home rate foods being quick to prepare as a factor influencing choice. For out-of-home breakfast eaters, that a product is quick to eat is important to a third and easy to eat important to a quarter, boding well for NPD (New Product Development) that caters to these trends.

The rise in 25-34s suggests an incentive for manufacturers to look to portability further, as 75% of 25-34s eat breakfast out of home, compared to 55% on average.

Satiety remains a good platform for communication, with around a third of breakfast eaters looking for breakfast foods that keep them fuller for longer, though limited by EFSA (European Food Safety Authority) regulations on direct claims.

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