

Breakfast Eating Habits - Motivations and Attitudes - Canada - July 2016

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"The competition to be the go-to option at breakfast has never been fiercer as retail manufacturers and foodservice operators battle for share of stomach in the morning. While most Canadians look to breakfast to help them start their day off right, "right" has different meanings for different consumer segments. The importance of habit makes the morning battleground all the more important."

- Joel Gregoire, Senior Food & Drink Analyst

This report looks at the following areas:

- Ageing population impacts out-of-home breakfast eating habits
- Lack of trust in pre-packaged offerings at breakfast
- Tepid interest in new and different options at breakfast

For the purposes of this Report, Mintel has used the following definitions in soliciting consumer feedback about the breakfast occasion:

Food categories
Beverage categories
Venues

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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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