

## Restaurant Breakfast and Brunch Trends - US - September 2018

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"Breakfast habits are shifting to fit consumers' busy schedules. Operators should stress the productivity and health benefits of breakfast to appeal to the growing number of young consumers less likely to prioritize the morning meal. Operators should leverage technology to enable easier ordering while offering portable options and offer a diverse menu."

**- Hannah Spencer, Foodservice Analyst**

This report looks at the following areas:

- Younger consumers are interested in nontraditional options
- On-the-go options appeal to busy consumers
- Menu variety is crucial to breakfast/brunch
- Coffee draws consumers in

This Report will cover consumer attitudes, perceptions, and behaviors surrounding breakfast and brunch in the foodservice industry. In this Report, "breakfast" can either refer to the morning dining occasion as well as a type of food that may or may not be consumed in the morning (eg pancakes for dinner). Likewise, "brunch" refers to an actual occasion (a meal between breakfast and lunch) as well as the foods commonly associated with brunch. While consumer attitudes/behaviors regarding breakfast foods from retail (ie food purchased from a grocery store) will be discussed briefly, retail breakfast foods are not covered in-depth.

This Report builds upon the analysis presented in Restaurant Breakfast and Brunch Trends – US, July 2017.

For information on retail breakfast foods please see: *Breakfast Foods – US, July 2018*.

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Restaurants are investing in breakfast and brunch menus  
 Delivery partnerships expand restaurants' reach  
 Brunch menus offer up more than pancakes

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