

Breakfast - Ireland - October 2018

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“Despite being touted as the most important meal of the day, the majority of Irish consumers are making time to eat breakfast but perhaps not every day. Product innovation paired with consumers’ increasingly busy schedules is causing some to switch to snacking for this occasion – offering opportunities to brands and the quick-service industry.”

– **Emma McGeown, Research Analyst**

This report looks at the following areas:

This Report looks at consumer breakfast eating habits and attitudes, in order to understand what this means for marketers, retailers and suppliers. It discusses foods for breakfast consumed both at home and out of home (eg at work, at a coffee shop).

Please note due to the diverse nature of the breakfast foods market (ie the number of different items that are included) and difficulty in determining at what time of day said items are consumed, this Report does not include a market size and forecast.

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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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