

Breakfast Eating Habits - UK - February 2011

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What is this report about?

Consumers have an established habit of eating breakfast at home every day, making this part of their daily routine. This habit has become more pronounced as consumers see breakfast at home as a cost-effective option that enables them to make their discretionary income go further. This report examines consumer breakfast eating habits, and evaluates how changing family lifestyles are impacting on this meal occasion, in order to understand what this means for marketers, retailers and suppliers.

What have we found out?

- The importance of breakfast is shown by the fact that nearly two thirds of consumers view breakfast as part of their daily routine. It is typically older consumers that are most likely to agree with this opinion (76% of over-55s and 83% of the retired).
- Consumers aged 16-24 are twice as likely to agree that they do not have time to eat breakfast, with agreement declining with age, which seems to suggest that it's more of a cultural change with less emphasis now put on the importance of eating breakfast.
- Almost half of all consumers agreed that they ate breakfast at home more often in order to save money, with this rising to 59% among 16-24s. This suggests that eating breakfast out of the home is viewed as a luxury or at least something that can easily be cut back on.
- Only 5% of consumers currently eat breakfast out of the home, while 61% say they never do. This compares to the 67% that regularly eat breakfast at home. These figures indicate the degree to which the out-of-home market remains untapped. In order to target this market effectively, brands need to create a culture of out-of-home consumption.
- Two thirds of children aged 7-10 agree that breakfast is the most important meal in the day. However, as children get older, attitudes change, and as they reach their teenage years they are less likely to value breakfast as an important daily meal.
- Just over half of all consumers eat cold cereal for breakfast, with penetration rising to 63% among 16-24s. Cold cereal is a quick and convenient breakfast option and is one where innovation has traditionally focused on appealing to the younger end of the spectrum.

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