

Breakfast Restaurant Trends - US - January 2013

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“There is great potential for restaurants to ramp up sales during the weekday morning daypart by understanding consumer needs and adapting their offerings. This means everything from menuing a good selection of both food and drink items to increasing service speeds and creating healthful and portable meal options.”

– Bethany Wall, Foodservice Analyst

In this report we answer the key questions:

- What can restaurants do to increase sales?
- How can restaurants attract a weekday breakfast crowd?
- How can consumers' on-the-go behavior be accommodated?
- How can restaurants address health needs for weekday breakfast?

Despite the weak economy, breakfast at restaurants has seen a boost following the recession. This uptick is due in part to a declining unemployment rate, coupled with an increase in on-the-go lifestyles. Also, there has been an increase in the number of restaurants offering breakfast and expanding menus to include a greater variety of better-for-you items and specialty coffee programs. To draw in consumers during the weekday rush, limited service restaurants have introduced portable items, as well as upscale offerings. Restaurants have also used pricing incentives, such as bundling, value menus, and coupons, for price-sensitive consumers. Other concepts are choosing rebranding initiatives to help shift consumers toward morning consumption.

Among the topics covered in this report are:

- Restaurant breakfast drivers as well as the current market size and future projections.
- Marketing strategies across many advertising media and menu and pricing promotions.
- Menu trends over the past three years, covering multiple segments, items, preparations, and claims.
- Data revealing consumers' breakfast preferences and what influences their purchase decisions.
- Change in consumer behavior related to eating breakfast at restaurants compared to last year, including many aspects of consumption.
- Usage group breakdowns by demographics and their corresponding attitudes and behaviors.

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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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How can consumers' on-the-go behavior be accommodated?
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