

## Breakfast Restaurant Trends - US - January 2014

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“There exists great potential for limited service restaurants to ramp up breakfast sales by understanding consumer needs and adapting their offerings. Operators can expand their breakfast hours as well as retool menu items to include BFY, portable, and innovative offerings. Additionally, operators must work to provide consumers with non-menu benefits that fit their lifestyles.”  
– Bethany Wall, Foodservice Analyst

### This report looks at the following areas:

- Operational: Beyond menu offerings, how can operators attract patrons?
- Innovation: How can operators stay ahead of the curve for breakfast?
- Expansion: How has breakfast shifted in terms of daypart and offerings?
- Health: Can operators meet the varying nutritional demands of consumers?

Limited service restaurants are increasing their breakfast offerings in order to drive sales. The past couple of years were focused more on weekday sales to capture consumers on their way to work since family midscale concepts typically dominate weekend sales. However, over the past year, limited service restaurants are now expanding breakfast menus into late night to boost weekend sales. Concepts are also focusing on item expansion to build excitement around this daypart. This includes new flavors, ethnic items, innovative new items, functional offerings, and launching breakfast menus altogether. This report looks at both weekday and weekend breakfast consumption at limited service restaurants.

This report builds on the analysis presented in Mintel's *Breakfast Restaurant Trends—US, January 2013*, as well as the February 2012, February 2011, and February 2010 reports of the same title.

The report focuses on weekday breakfast trends at restaurants by analyzing Mintel's Menu Insights database as well as consumer survey analysis revealing behavior and attitudes toward the segment. The market size and forecast as well as Menu Insights data are for limited service restaurants, including both weekday and weekend offerings.

For the Consumer Expenditure Survey, the Bureau of Labor Statistics defines fast food venues as restaurants and other venues at which the food is paid for prior to being served/consumed. The following types of venues are included: fast food, takeout, delivery, concession stands, buffet, cafeteria; vending machines and mobile vendors; and employer and school cafeterias (excluding food plan/boardings at college). Expenditures for food away from home while on out-of-town trips are excluded because there is not sufficient detail to determine venue or type of meal.

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