

Breakfast Restaurant Trends - US - January 2015

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“Operators face stiff competition from brands introducing new breakfast menus, at-home coffee brewers, and simply put, eating breakfast at home. Restaurants who want to see continued success in the future will need to hone in on consumers’ desires for foods and beverages that they cannot make at home, while appealing to their need for quick, budget-friendly food in the morning.”
 – Katrina Fajardo, Foodservice Analyst

This report looks at the following areas:

- Can beverages become a viable driver of breakfast visits?
- Consumers are price-sensitive during breakfast
- Consumers want a little bit of everything in the morning

The breakfast daypart has enchanted, and disheartened, many operators, as some brands succeed in the very profitable daypart, and some falter. Due to consumers’ demands for affordable options with quality ingredients and more beverage options, the breakfast market still has room to grow. Yet operators often struggle to find the “sweet spot” of menu mix and pricing. This report explores the breakfast landscape, consumer desires, and how brands can better compete against other operators, as well as in-home breakfast options.

This report builds on the analysis presented in Mintel’s *Breakfast Restaurant Trends – US, 2014*, as well as the January 2012 and 2013 reports of the same title.

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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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