

## Restaurant Breakfast and Brunch Trends - US - July 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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Breakfast and brunch has gained attention from both chefs and consumers, as a number of chains have revamped or expanded their morning menus. While consumers tend to eat breakfast at home, many diners report buying breakfast at restaurants more often compared to just a year ago.

This report looks at the following areas:

- Restaurants battle for breakfast
- Most consumers eat breakfast at home

Though there is a lot of competition for breakfast, there is still plenty of opportunity, as consumers are interested in a variety of breakfast options from healthy meals to high-quality coffee to portable meals.

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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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International cuisines are influencing breakfast menus

Breakfast menus become succinct

### What's Working?

Breakfast becomes a QSR battleground

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Restaurants see opportunity with expanded beverage offerings  
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## Important Breakfast Factors

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## Restaurants and Cage-Free Eggs

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