

Restaurant Breakfast and Brunch Trends - US - July 2017

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Breakfast and brunch continue to shine as bright spots in the restaurant industry. Brunch in particular has become a trendy meal occasion due to its association with relaxation, innovative dishes, and even alcoholic drinks.

This report looks at the following areas:

- Consumers tend to stick to restaurants they know
- Manufacturers double down on convenience

Operators are leveraging consumers' interest in brunch by creating unique brunch entrées and innovative brunch cocktails. While consumers view at-home breakfast foods as convenient, restaurants can invest in new technologies that make ordering breakfast even easier.

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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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