

## Breakfast Eating Habits - UK - July 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Breakfast habits are becoming more fragmented. Busy lifestyles are seeing people skip this meal, eat it on the go or graze through the morning, fuelling demand for products that can be eaten quickly and easily. Meanwhile brunch offers an opportunity for people to spend time enjoying their morning meal, helping to counterbalance the stress of everyday life.”

**- Anita Winther, Research Analyst**

This report looks at the following areas:

- **Evolving breakfast habits present ongoing opportunities for convenience-led products**
- **Scope to harness the popularity of more leisurely breakfast and brunch occasions in retail**
- **Breakfast needs to deliver on energy provision**

Breakfast remains on the menu for nearly everyone. That breakfast is widely viewed as the most important meal of the day, functioning for many as a springboard for healthy eating throughout the day, supports its place as a cornerstone meal occasion.

However, signs are pointing towards a generational shift in breakfast eating habits. The older generations are more likely than younger cohorts to eat breakfast at home every day and also have a lower repertoire of foods typically eaten. Traditional breakfast patterns clearly remain prevalent among older consumers, suggesting that the ageing population should benefit in-home breakfast operators and traditional breakfast foods.

In contrast, more fragmented routines appear to be taking root among the younger generations. They are more likely to eat breakfast out of home, many doing so while on the go, and to eat a wider range of foods for breakfast. Additionally, the young's propensity to snack is also impacting on breakfast eating, seeing them graze on smaller breakfast items throughout the morning rather than eating one big breakfast.

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The implications

Scope to harness the popularity of more leisurely breakfast and brunch occasions in retail

The facts

The implications

Breakfast needs to deliver on energy provision

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The implications

## The Market – What You Need to Know

Sugar reduction remains on the agenda

'One You' campaign recommends 400-calorie breakfasts

Breakfast habits are being transformed by busy lifestyles

In-home market should benefit from the ageing population

## Market Drivers

Sugar and calories are in the spotlight

61% of adults are overweight or obese

Sugar reduction remains a focus

Breakfast categories feature prominently in PHE's sugar reduction targets

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Retail brands take on foodservice with popular out-of-home options

Breakfast cereals make progress towards sugar reduction target

L/N/R sugar launches rise in yogurt

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Dorset Cereals looks to slow down breakfast

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Brands encourage experimentation

Co-op advert focuses on the cooked breakfast

McDonald's pushes breakfast occasion in several adverts

Nielsen Ad Intel coverage

### The Consumer – What You Need to Know

Eating breakfast is near universal

The home remains at the heart of the breakfast occasion

Eating in is most common location for breakfast out of home

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Lack of hunger is main reason for not having breakfast  
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Brunch creates both competition and opportunities  
Breakfast needs to deliver an energy boost  
Social media offers breakfast inspiration to the young

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Time is of the essence for breakfast skipping

Intermittent fasting diets have had a rising profile

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