

Breakfast Foods - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Boosting the importance of breakfast is in order. Only about half of US adults think breakfast is more important than lunch or dinner, down from 2014, and less than half say it sets the tone for their day. Nevertheless, consumption is high. Opportunity for portable options is strong, with few weekday breakfast eaters doing so while in transit, others doing so at their destination."

- **Beth Bloom, Associate Director - Food & Drink**

This report looks at the following areas:

- Breakfast dips as most important meal of the day
- Busy schedules are most likely to blame for skipping breakfast
- One in five younger adults eats breakfast while in transit

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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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Busy schedules are most likely to blame for skipping breakfast

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Cereal continues to lead breakfast launches
 Clean claims are on the rise
 Frozen launches decline
 "Healthy" breakfast items fall short on consumer appeal

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Cereal continues to lead breakfast launches
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92% of consumers eat breakfast on weekdays; 95% do so on weekends
 69% of respondents make breakfast from scratch
 Health leads breakfast attributes of interest, followed by convenience
 Cereal leads for weekday breakfast, eggs are most popular on weekends
 Most respondents say a healthy breakfast is high in protein

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Breakfast Consumption

92% of consumers eat breakfast on weekdays; 95% do so on weekends

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Cereal leads for weekday breakfast, eggs are most popular on weekends

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Cereal (positive)

Croissant (positive)

Smoothie bowl (positive-neutral)

Avocado toast (neutral)

Toaster pastry (negative)

Breakfast Scenarios

Normal weekday: Quick, easy, light, and convenient lead for weekday breakfast

Running late to work/class/meeting: Beverages/fruit help out when consumers are running late

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Opportunities

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Abbreviations

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