

Breakfast Foods: Incl Impact of COVID-19 - US - October 2020

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“The pandemic prompted a shift in breakfast, with at-home consumption taking a greater role and options from foodservice operators significantly diminished, as morning commutes were, for much of the country and the year, also reduced.”

– **Billy Roberts, Sr Analyst – Food and Drink**

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and breakfast foods.
- Breakfast consumption by location, including at home, on the go and restaurants.
- The role of traditional breakfast foods in other dayparts, as well as the potential for non-traditional meals in the morning.
- The decline in importance of breakfast versus other meals and the measures to be considered to regain that confidence.

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