

Restaurant Breakfast and Brunch Trends: Incl Impact of COVID-19 - US - September 2020

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“The ease and affordability of making breakfast at home and the increase in remote working means the recovery of foodservice breakfast sales will lag behind the foodservice industry as a whole. LSRs facing fierce competition will launch aggressive promotions in a race to the bottom on price to attract value-conscious consumers.”

– **Caleb Bryant, Associate Director of Food and Drink Reports**

This report looks at the following areas:

- This report examines the following areas:
- The impact of COVID-19 on consumer behavior and the foodservice breakfast/brunch market.
- Declining breakfast traffic due to the recession.
- Opportunities in breakfast delivery.
- Foodservice breakfast trends post-pandemic.

Foodservice breakfast, once a growing sector of the industry, faces significant traffic declines due to the recession and the rise of remote work. Consumers will choose to source more breakfasts from home, requiring chains to launch aggressive price promotions. Breakfast delivery also offers restaurants opportunity, though normalizing breakfast delivery will require heavy marketing efforts among chains. Breakfast traffic will remain below pre-pandemic levels even once the pandemic subsides, yet chains will face new opportunities in catering to remote workers.

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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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Table of Contents

Overview

What you need to know
Key issues covered in this Report
Definition

Executive Summary

Top takeaways
Market overview
Figure 1: Total US sales and forecast of restaurants and limited-service eating places*, at current prices, 2015-25
Figure 2: Total US sales and forecast of restaurants and limited-service eating places*, at current prices, 2015-25
Impact of COVID-19 on foodservice breakfast and brunch
Figure 3: Short-, medium- and long-term impact of COVID-19 on foodservice breakfast and brunch
Opportunities and Challenges
Re-emergence
Figure 4: Change in breakfast ordering frequency before COVID-19; Anticipated change in breakfast ordering frequency in six months, net changes, by select demographics, July 2020
Deals can help LSRs stay competitive
Breakfast delivery can break up the mundane
Recovery
Figure 5: Breakfast/brunch interest, July 2020
Brunch stages a comeback
Restaurants will adjust to remote workers

The Market – Key Takeaways

Foodservice breakfast faces challenging future
Consumers will cut out foodservice breakfast during a recession
Change in work behaviors will depress breakfast's recovery

Foodservice Market Size and Forecast

Restaurant revenues plunge
Figure 6: Total US sales and forecast of restaurants and limited-service eating places*, at current prices, 2015-25
Figure 7: Total US sales and forecast of restaurants and limited-service eating places*, at current prices, 2015-25
Figure 8: US unemployment rate, January 2007–July 2020
Impact of COVID-19 on foodservice breakfast and brunch
Figure 9: Short-, medium- and long-term impact of COVID-19 on foodservice breakfast and brunch
Lockdown
Re-emergence
Recovery
COVID-19: US context
Learnings from the last recession

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Figure 10: Annual personal consumption expenditures, foodservice, 2000-2019

Figure 11: Annual personal consumption expenditures, foodservice, 2000-2019

Market Factors

Foodservice depends on discretionary income

Figure 12: US unemployment rate, January 2007–July 2020

Figure 13: Consumer confidence index, January 2007–July 2020

Shift to working from home will change how consumers eat

Figure 14: Employment status during pandemic, June 2020

Plant-based diets are trending

Figure 15: Dietary preferences, March 2020

Market Opportunities

Go big so they don't stay home

Figure 16: Indulgent and savory breakfast menu items

Coffee can be a breakfast draw, but chains are already abandoning morning brews

Gen Z are high frequency snackers

Figure 17: Dining out daypart frequency prior to COVID-19, by generation, once a week or more often, May 2020

Chains need to promote breakfast delivery

Figure 18: Delivery interest by occasion – net any restaurant segment, by race and ethnicity, May 2020

Consumers will be due for a brunch revival

Figure 19: How restaurants can make consumers feel safe when dining, July 2020

Price will be paramount

Attract remote workers in a post-pandemic world

Companies and Brands – Key Takeaways

Wendy's breakfast entry creates new competition

Midscales innovate with delivery

Chains launch new coffee drinks and plant-based protein options

Competitive Strategies

Wendy's creates a new value war

Figure 20: Wendy's Facebook ad, July 2020

Midscales use delivery to target families

Figure 21: IHOP Facebook ad, June 2020

Figure 22: Denny's email "Packs that feed the fun!", July 24, 2020

Coffee goes cold

Figure 23: Coffee drinks ordered away from home, any drink, by age, April 2020

Figure 24: Coffee LTOs launched in 2020

Plant-based proteins come to breakfast

Figure 25: Plant-based meat alternative menu items

Figure 26: Dunkin' Beyond Sausage online ad, November 2019

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The Consumer – Key Takeaways

Consumers predict they will order breakfast less often in next six months

Parents want convenient, family-focused breakfast solutions

Independent FSRs may lose their core consumers

Adventure Eaters want plant-based options

Foodservice Daypart Visitation

Breakfast lags behind other dayparts

Figure 27: Foodservice daypart visitation, July 2020

Millennials are core breakfast buyers

Figure 28: Foodservice daypart visitation, by generation, July 2020

Parents are in need of breakfast options

Figure 29: Foodservice daypart visitation, by parental status and age, July 2020

Change in Ordering Breakfast Before and After COVID-19

Consumers are mixed when considering future behaviors

Figure 30: Change in breakfast ordering frequency before COVID-19; Anticipated change in breakfast ordering frequency in six months, July 2020

Older consumers will drop out of the market

Figure 31: Change in breakfast ordering frequency before COVID-19; Anticipated change in breakfast ordering frequency in six months, net changes, by select demographics, July 2020

QSRs will need to rely on low prices to retain customers

Figure 32: Change in breakfast ordering frequency before COVID-19; Anticipated change in breakfast ordering frequency in six months, net changes, by foodservice segment visitors, July 2020

Breakfast and Brunch Ordering, by Segment

Loss of breakfast revenue will hurt QSR chains

Figure 33: Breakfast and brunch ordering by location, July 2020

Independents at risk of losing Baby Boomers

Figure 34: Breakfast and brunch ordering by location, net breakfast or brunch, by generation, July 2020

C-stores must innovate to compete with QSRs

Figure 35: Breakfast and brunch ordering by location, net breakfast or brunch, by food and drink shopper segmentation, July 2020

Definition of Healthy Breakfast/Brunch Items

High protein and low sugar are universally appealing claims

Figure 36: Healthy breakfast/brunch item definition, July 2020

Attract Adventure Eaters with non-dairy options

Figure 37: Healthy breakfast/brunch item definition, by food and drink shopper segmentation, July 2020

Breakfast and Brunch Interest

Rethink convenience in a post-pandemic world

Figure 38: Breakfast/brunch interest, July 2020

Figure 39: Breakfast/brunch interest, by foodservice segment visitors, July 2020

A comprehensive sanitation and safety program is good for business

Figure 40: Breakfast/brunch interest, by anticipated changes in breakfast/brunch ordering, July 2020

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Adventure Eaters are early adopters of plant-based protein menu items

Figure 41: Breakfast/brunch interest, by food and drink shopper segmentation, July 2020

Breakfast and Brunch Behaviors

Remote workers are ordering less breakfast AFH

Figure 42: Breakfast/brunch behaviors, July 2020

Figure 43: Breakfast/brunch behaviors, by anticipated changes in breakfast/brunch ordering, July 2020

Gen Z and Millennials are sourcing breakfast via takeout and delivery

Figure 44: Breakfast/brunch behaviors, by generation, July 2020

Figure 45: Reasons for ordering delivery from restaurants more often than usual, any rank, by generation, May 2020

Target parents with delivery promotions

Figure 46: Breakfast/brunch behaviors, by parental status and age, July 2020

Breakfast and Brunch Attitudes

Foodservice breakfast will be slow to recover

Figure 47: Breakfast and brunch attitudes, breakfast and COVID attitudes, any agree, July 2020

Figure 48: Breakfast and brunch attitudes, any agree, July 2020

Great coffee and innovative dishes can help chains retain Millennial customers

Figure 49: Breakfast and brunch attitudes, any agree, by generation, July 2020

Figure 50: Breakfast and brunch attitudes, any agree, by anticipated changes in breakfast/brunch ordering, July 2020

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Forecast

Consumer survey data

Direct marketing creative

Mintel Food and Drink Shopper Segments

Abbreviations and terms

Abbreviations

Appendix – The Market

Figure 51: Total US retail sales and forecast of foodservice revenues, at inflation-adjusted prices, 2015-25

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