

Breakfast Eating Habits: Inc Impact of COVID-19 - UK - October 2020

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

Most breakfast eaters are stuck in their ways, with 74% eating the same thing most days. Inspiration for bringing newness to this mealtime will drive engagement, 52% of breakfast eaters saying they would like ideas for making breakfast more exciting. Even among those stuck in their ways, 51% agree, this rising to 72% among those who think it boring eating the same thing for breakfast daily.

An increase in the proportion of people eating breakfast at home every day during the COVID-19 pandemic boosted retail sales of breakfast foods, but curbed demand for portable formats. As COVID-19 restrictions are eased, out-of-home breakfasts will re-emerge, although a continuation of more remote working will shift some demand for breakfasts from out of home to in home longer term.

Age continues to play a significant role in whether people eat breakfast at home every day, and 16-34 year olds are much more likely than older people to often skip breakfast, holding back sales of breakfast foods. They are though more likely to eat smaller breakfast items throughout the morning and prefer brunch at the weekend, highlighting these as opportunities to target.

Healthier but quick and easy-to-prepare products are the biggest opportunity for the market, given the importance of convenience and nutrition in determining choice of foods to have as part of breakfast. More actively talking about how products high in fibre benefit gut health and promoting foods with ingredients that help support the immune system offer much potential for encouraging buying.

This Report looks at the following areas:

- The impact of COVID-19 on the buying of breakfast foods and consumer behaviours.



"More people having breakfast at home every day during the COVID-19 pandemic boosted retail sales of breakfast foods, but with a return to workplaces and schools brands in breakfast foods face a challenge holding on to some of these increases in sales."

– Richard Caines, Senior Food & Drink Analyst

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- Frequency of eating breakfast at home pre- and post-COVID-19, and foods eaten for breakfast.
- Changes in breakfast eating since COVID-19 restrictions.
- New product launch claims in breakfast foods, and qualities most important in influencing choice of foods to have as part of breakfast.

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