

Breakfast Eating Habits - Motivations and Attitudes - Canada - 2022

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This report looks at the following areas:

- What is the impact of COVID-19 on consumer behaviour and the breakfast occasion?
- What matters to Canadians when eating in and dining out (including takeout)?
- How do priorities differ for different demographics at breakfast?
- What are the areas of opportunity for product innovation based on launch activity?

Breakfast has traditionally been the occasion that is most rooted in habit and the pandemic has done little to change that. Even though habit remains centrally important, the general behaviours of many have shifted, with fewer individuals commuting to work on a regular basis. This has implications for breakfast at foodservice and at home. This Report examines the degree to which Canadians perceive their habits to have changed and what matters most at breakfast eaten in and outside of the home. This examination of the Canadian breakfast consumer also provides a breakdown of behaviours and attitudes by demographics where appropriate, including those who work remotely versus on-site. Other points include:

- Somewhat surprisingly, the shift in where Canadians get their breakfast from compared to before the pandemic has only changed moderately from the consumer's perspective. Early indications suggest lunch is more greatly impacted by the shift to remote work.
- Leveraging technology for ordering and delivery is centrally important for foodservice when it comes to winning over younger adults at breakfast. This cohort is particularly reliant on apps in many aspects of their lives and getting breakfast is no different.
- Coffee is essential to winning over Canadians at breakfast for foodservice. Simply put, if the coffee offered is perceived to be substandard, breakfast traffic will be stunted regardless of how good the food served is.



“Breakfast is the meal occasion that is most rooted in habit. The pandemic, however, has forced change on the occasion with shifting work arrangements. In this next normal, foodservice operators need to ensure that individuals can get the menu items they crave with minimal friction using the technology they rely on.”

– Joel Gregoire, Associate Director for Food & Drink

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- Immunity's rising importance extends to breakfast and is a way to differentiate at breakfast where offering nutrition is critically important.

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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: Outlook for breakfast, 2022-27
- Opportunities
- The pandemic shifts breakfast habits
- Having digital strategy is crucial in attracting young adults at foodservice
- Canadians look for the food they eat at breakfast to support immunity
- Different health claims resonate with different age cohorts
- Challenges
- Entrenched habits trumps novelty at breakfast
- Middle-aged Canadians are a particularly problematic cohort for foodservice at breakfast

MARKET FACTORS

- Rampant and persistent inflation leads to shoppers making trade-offs when grocery shopping
Figure 2: Canada Consumer Price Index, all-items vs food, January 2002 - December 2021
- Shift in commuting habits also impacts eating habits
Figure 3: Attitudes toward commuting during and after the COVID-19 pandemic, 2021
- Immigration is fuelling Canada’s population growth ...
Figure 4: Percentage of Canadians who are visible minorities or not visible minorities, by age, 2016
- ... and Asia is the primary source
Figure 5: Distribution of immigrants living in Canada, by region of birth, 1996-2036
Figure 6: Types of internationally inspired foods consumers have eaten and show interest in trying, 2019
- Canada’s population is getting older
Figure 7: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061

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- Executive Summary
- Full Report PDF
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COMPETITIVE STRATEGIES

- Different takes on familiar breakfast foods**

Figure 8: Pogo Breakfast Maple Flavoured Sausage in Biscuit Batter (Canada), 2020

Figure 9: Leonetti's Eggs, Sausage & Cheese Eggcellent Breakfast Stromboli (US), 2021

Figure 10: Irresistibles Salted Caramel Belgian Waffles (Canada), 2021

Figure 11: Julian's Recipe Egg White & Smoked Gouda Cauli-Wafels Breakfast Sandwiches (US), 2020

Figure 12: Great Value Bacon, Egg & Cheese on a Croissant Breakfast Sandwich (Canada), 2021

Figure 13: Cavendish Farms Hash Brown Waffles (Canada), 2021

Figure 14: Benito's Reaper Infused Maple Syrup (US), 2020

- Extending trusted brands**

Figure 15: Kellogg's Eggo Maple Syrup Flavoured Cereal (Canada), 2020

Figure 16: Post Timbits Tim Hortons Chocolate Glazed Flavoured Cereal (Canada), 2020

Figure 17: Taco Bell Breakfast Fiesta Shredded Cheese (US), 2019

- Simple tweaks can tend to consumers' desire for ease at breakfast**

Figure 18: McCain Breakfast 9 Minutes Potato Patties (Canada), 2020

- Satiety matters in the morning**

Figure 19: Breakfast Best Buttermilk & Vanilla Flavored Protein Waffles (US), 2021

Figure 20: Kellogg's Special K Protein Honey Almond Ancient Grains Cereal (Canada), 2020

Figure 21: Crave bacon & Egg Scramble with Cheddar Cheese (Canada), 2019

- Addressing consumers' demand for immunity**

- How should makers of food and drink respond?**

Figure 22: Special K Immune Multigrain Flakes with Cherry, Dark Chocolate & Almonds (UK), 2020

Figure 23: Iögo Probio + Immuni-T lactose-free vanilla probiotic yogurt (Canada), 2018

MARKET OPPORTUNITIES

- Breakfast foods can focus on the mind along with the body**

Figure 24: Get Focused Functional Breakfast Burrito (US), 2015

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- There's opportunity to add fun to a morning routine**
 Figure 25: Kellogg's Minecraft Creeper Crunch Cinnamon Flavored Cereal with Marshmallows (US), 2020
 Figure 26: Kellogg's Eggo Eggoji Homestyle Waffles (US), November 2021
 Figure 27: Hema Pancake Kit (Belgium), 2020
 Figure 28: Nature's Path Organic Polar Beary Pink Blueberry Waffles (Canada), 2021
- The power of plants extends to breakfast**
 Figure 29: Maple Leaf 50/50 Pork & Plant-Based Breakfast Sausage (Canada), 2020
 Figure 30: Lightlife Plant-Based Breakfast Links (Canada), 2021
 Figure 31: Sweet Earth Protein Lover's Breakfast (US), 2021

THE CONSUMER – KEY TAKEAWAYS

- Where Canadians say they get breakfast from has remained remarkably stable
- Convenience and 'hero' items on menus are the top traffic drivers for restaurants at breakfast
- Ordering takeout at restaurants is the main way Canadians get breakfast at foodservice
- The pandemic has allowed for more time for breakfast
- Ease, nutrition and speed are top-of-mind when choosing breakfast foods

WHERE CANADIANS HAVE EATEN BREAKFAST DURING THE PANDEMIC

- Where Canadians say they breakfast has remained remarkably stable**
 Figure 32: Frequency of eating breakfast at home in a typical week at different stages of the pandemic, 2021
 Figure 33: Regular at-home eaters of breakfast vs lunch at different stages of the pandemic, 2021
- Work arrangements impact where breakfast is eaten**
 Figure 34: Regular at-home eaters of breakfast vs lunch at different stages of the pandemic, those who work from home all, some or none of the time, 2021
 Figure 35: Regular at-home eaters of breakfast vs lunch at different stages of the pandemic, by age, 2021
 Figure 36: Tim Hortons Twitter post, 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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DRIVERS OF RESTAURANT BREAKFAST OCCASIONS

- Convenience and 'hero' items on menus are the top traffic drivers for restaurants at breakfast**
Figure 37: Reasons for getting breakfast from restaurants, 2021
- Connecting personally and promotions at foodservice prove more important those working from home**
Figure 38: Reasons for getting breakfast from restaurants, by work location, 2021

ORDERING BREAKFAST FROM FOODSERVICE

- Ordering takeout at restaurants is the main way Canadians get breakfast at foodservice**
Figure 39: How Canadians typically get their breakfast when eating out, 2021
- Age impacts how guests get their food from foodservice**
Figure 40: How Canadians typically get their breakfast when eating out, by age, 2021
- With more Canadians working from home, being able to order on apps is a must**
Figure 41: How Canadians typically get their breakfast when eating out, by place of work, 2021

ATTITUDES TOWARD BREAKFAST

- The pandemic has allowed for more time for breakfast**
Figure 42: Attitudes toward breakfast and the pandemic, 2021
Figure 43: Attitudes toward breakfast and the pandemic (% agree), by age, 2021
Figure 44: Attitudes toward breakfast and the pandemic (% agree), by work location, 2021
- Habit is a particularly potent force at breakfast**
Figure 45: Attitudes toward breakfast habits and ideas, 2021
Figure 46: Introducing Kroger Chefbot, 2020
Figure 47: Nature's Path Organic Love Crunch Dark Chocolate Macaroon Premium Organic Granola (US), 2021
Figure 48: Attitudes toward breakfast habits and ideas (% agree), by age, 2021
Figure 49: Attitudes toward breakfast habits and ideas (% agree), by work location, 2021
Figure 50: Attitudes toward breakfast habits and ideas (% agree), Chinese Canadians and South Asians vs Overall, 2021
- Good coffee is a must at breakfast for foodservice**
Figure 51: Attitudes toward breakfast at foodservice, 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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- Investment in tech is increasingly important in order to win at the foodservice breakfast occasion**

Figure 52: "When picking up breakfast or coffee at restaurant, it's important to be able to order ahead on an app" (% agree), by age, 2021

Figure 53: "When picking up breakfast or coffee at restaurant, it's important to be able to order ahead on an app" (% agree), by location, 2021

Figure 54: "When picking up breakfast or coffee at restaurant, it's important to be able to order ahead on an app" (% agree), by work location, 2021

FOODS EATEN AT BREAKFAST

- Traditional breakfast foods continue to resonate with Canadians**

Figure 55: Foods typically eaten at breakfast, 2021

- Younger Canadians eat a wider variety of breakfast foods**

Figure 56: Magic Spoon Instagram post, 2022

Figure 57: Foods typically eaten at breakfast, by age, 2021

Figure 58: Foods typically eaten at breakfast, men vs women, 2021

Figure 59: Foods typically eaten at breakfast, parental status, 2021

Figure 60: Foods typically eaten at breakfast, South Asians and Chinese Canadians vs overall, 2021

Figure 61: Foods typically eaten at breakfast, Quebec vs overall, 2021

PURCHASE DRIVERS FOR AT-HOME BREAKFAST FOODS

- Ease, nutrition and speed are top-of-mind when choosing breakfast foods**

Figure 62: Most important considerations when choosing breakfast foods to eat at home, 2021

- Age impacts what benefits people want from their breakfast foods**

Figure 63: Most important considerations when choosing breakfast foods to eat at home, by age, 2021

Figure 64: "Breakfast foods with ingredients that help to support my immune system are appealing" (% agree), by age, 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources**
- Consumer survey data**

What's included

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- Consumer qualitative research
- Mintel Trend Drivers
- Abbreviations and terms

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