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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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- The pandemic has allowed for more time for breakfast
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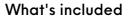
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- Consumer qualitative research
- Mintel Trend Drivers
- Abbreviations and terms



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