

Approach to Breakfast - US - 2022

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This report looks at the following areas:

- Breakfast locations and choices during the week and on weekends
- Key attributes that guide breakfast eaters' choices
- The factors that determine a healthy breakfast
- Consumer attitudes and behaviors toward the breakfast routine

Breakfast at home remains the norm for most consumers, even now that the pandemic has lost much of its grip on consumer behavior. Breakfast is also a matter of routine, but one that most consumers enjoy. The biggest opportunity for marketers and retailing may lie not in disrupting the breakfast routine but in reinforcing it and modifying it for the better: a little easier, a little healthier, a little tastier.



"Breakfast at home remains the norm for most consumers, even now that the pandemic has lost much of its grip on consumer behavior. Breakfast is also a matter of routine, but one that most consumers enjoy."

- John Owen, Associate Director – Food and Retail

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