

# Breakfast Eating Habits - UK - 2022

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## This report looks at the following areas:

- Frequency of eating breakfast, where people eat breakfast and foods eaten for breakfast
- New product launch trends in breakfast foods
- Qualities most important in influencing choice of foods to have as part of breakfast
- Breakfast eating behaviours

Even though restrictions have eased, many consumers have had more time in the morning during COVID-19 conditions and while hybrid working remains. This has created opportunities for 'slow' breakfast items, such as cooked breakfasts. However, convenience is still highly valued, with easy to prepare and quick to prepare remaining the qualities deemed most important for breakfast eaters when choosing what to eat, at 55% and 49%, respectively.

Rising inflation will impact consumers' choice of breakfast foods, curbing demand, particularly in the more expensive out-of-home market. While the cost of individual products such as a loaf of bread is a small portion of consumers' weekly budgets, the rising cost of their weekly shop will dampen their ability to buy more premium items and hence take value from the market.

The introduction of restrictions on store locations of and volume promotions for high in fat, sugar or salt food and drink in October 2022 will somewhat dampen sales of products affected, such as cereals, cereal bars or morning goods. The main impact will come from store location restrictions reducing opportunities for impulse sales. Restrictions on advertising will also negatively affect the visibility of HFSS products when they come into force at the end of 2022.

As consumers embrace the next normal, the ongoing return to workplaces/ places of study in 2022 will provide a boost to out-of-home breakfast



"The return to workplaces and places of study has offered long-awaited support for out of home venues. Some 51% of adults reported eating breakfast out of home in early 2022, this figure set to rise further as people are asked to go back to workplaces more regularly."

– Amy Price, Senior Food & Drink Analyst, April 2022

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occasions and foods to be eaten on-the-go. The enduring shift to more hybrid working, however, underlines the need for brands also to support front of mind awareness among those eating breakfast in the home.

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