

What's for Breakfast - US - July 2016

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"Consumers are eating a variety of breakfast foods, at home and away, with their preference for healthy or indulgent foods differing by the day of the week. One constant however, is their need for quick, portable, and healthy breakfast foods that keep them full and energized."
- Amanda Topper, Associate Director - Foodservice

This report looks at the following areas:

- Higher purchase of retail breakfast foods
- Consumers are paying attention to product ingredient and labels
- Foodservice options viewed as more innovative

Consumers are open to eating breakfast foods across dayparts and for snacking, but there remains tough competition from foodservice offerings that rival retail products in flavor and format innovation.

This Report is the first of its kind from Mintel. Readers of this Report may also be interested in *Breakfast Restaurant Trends – US, July 2016*, *Frozen Breakfast Foods – US, July 2016*, *Snack, Nutrition and Performance Bars – US, May 2016*, *Hot and Cold Cereal – US, August 2015*, and *Yogurt and Yogurt Drinks – US, August 2015*. This Report explores a variety of issues related to breakfast including what consumers eat for breakfast and what motivates them to purchase breakfast foods, the importance of convenience and nutrition at breakfast, as well as various attitudes and behaviors related to the breakfast occasion.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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