

## Frozen Breakfast Foods - US - July 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"With 2019 sales estimated to reach \$3.7 billion and forecast to continue on this same trajectory, the frozen breakfast category is holding its own, fueled by consumer pursuit of heartier breakfast solutions."

- **Kaitlin Kamp, Food & Drink Analyst**

This report looks at the following areas:

- **Breakfast continues to lose importance**
- **Consumers age out of frozen breakfast**
- **Other breakfast foods have stronger reputations**

Innovation in not only flavors and formats but also nutritionally focused positioning is gaining traction as consumers seek a mix of excitement and holistically healthy products. Families are a strong base for the category, with kids leading consumption. Opportunities to engage adults will be the catalyst for growth.

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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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