The Snackification of Breakfast

Description: Breakfast has become one of the most fought-over battlegrounds in food and health, a battle fuelled by consumers' need for easy and quick meals in the morning – and by two massively successful disruptive innovations, Belvita's breakfast biscuit and Up & Go's liquid breakfast. This 65-page report shows how, around the world from Asia to America, breakfast is being "snackified". This means a wealth of new opportunities for companies in every food category.

About this report:

Everyone wants a slice of breakfast: Every type of food or beverage company, in every category, either is looking at what they can do to get their own slice of the breakfast market or is in the process of launching or building up products.

Markets are being transformed: In 2014, sales of breakfast cereals in the US fell by 5% – equivalent to $300 million (£236 million). Of this number, $70 million switched to one brand – Belvita. The rest switched to a host of small brands. It's a similar story in other markets.

Five success factors: Belvita, Oat So Simple and Up & Go are market-changing innovations that work because they deliver on the five factors proven to be key to success in the breakfast category. The report describes these five factors and how to apply them to your own product developments.

Give consumers what they don't yet know they need: The big successes so far, illustrated by the five case studies in the report, show that any company with ambitions in breakfast should not rule out new product ideas because they are unfamiliar to consumers or too innovative.

Regions Covered:

- Europe
- North America
- South America
- Australia and NZ
- Asia

Contents:

Executive Summary

1. The reinvention of breakfast
   1.1 Away from home becomes a norm in urban societies
   1.2 Breakfast skipping
   1.3 Change before your competitors do

2. The Five Factors checklist for successful breakfast products

3. Breakfast snackification in action
   3.1 Breakfast snackification in action – biscuits
   3.2 Breakfast snackification in action – liquid cereals

4. Key trends and opportunities for innovation
   4.1 Protein's rise
   4.2 Good grains versus bad grains
   4.3 Dairy plus grains
   4.4 Smarter distribution beyond mainstream channels
   4.5 Breakfast inspirations from around the world
Case Studies

Case Study 1: Belvita Breakfast Biscuits - disruptive innovation and breakfast snackification
Case Study 2: Up & Go - the disruptive innovation that gave birth to liquid breakfast
Case Study 3: Oat So Simple transforms traditional breakfast with convenience
Case Study 4: Oso – sport inspires convenient slow-energy dairy-plus-oats pots
Case Study 5: Nutella Bready – permission to indulge with calorie-controlled servings

Charts, Tables and Boxes

Chart 1: The Four Types of Breakfast
Chart 2: Breakfast is the meal most often replaced by a snack
Chart 3: Breakfast on-the-go is a global need
Chart 4: Eating away from home in Asia
Chart 5: The Five Factors for success at breakfast
Chart 6: Price comparison UK breakfast biscuits
Chart 7: Breakfast biscuits USA
Chart 8: Breakfast drinks command premium prices in Australia
Chart 9: Consumer interest in protein rising
Chart 10: Quaker’s convenient pot a transformative development
Chart 11: Price comparison for oat pots
Chart 12: Nutella Bready brand diamond

Table 1: The most successful breakfast concepts score highest on the key breakfast performance criteria
Table 2: Belvita US nutritional value and ingredients snapshot
Table 3: Nutritional facts for Oat So Simple
Table 4: Ingredients list for OSO raspberry
Table 5: Nutella Bready nutrition snapshot

Box 1: What do we mean by “breakfast”?
Box 2: Dole fruit and oat pot seeks slice of breakfast market
Box 3: Fast food chains in North America are investing in the launch of breakfast products and special breakfast menus
Box 4: Breakfast reimagined
Box 5: The Five Factors for Success in breakfast
Box 6: Breakfast is changing
Box 7: Energy in the morning
Box 8: Oat energy
Box 9: The “me-too” breakfast biscuits
Box 10: Breakfast drinks have evolved
Box 11: Breakfast is changing – Kellogg’s races to catch up with a changing market
Box 12: In the US protein “went mainstream” in 2012-13
Box 13: High protein breakfast results in decreased daily calorie intake
Box 14: Panera bread creates an energy message with protein and “good carbs”
Box 15: From sports nutrition to breakfast choice with healthy lifestyle appeal
Box 16: Increasing demand for protein
Box 17: Breakfast is changing
Box 18 Diet advice influences consumers’ beliefs on carbs
Box 19: Asian-inspired breakfast trend to come
Box 20: Entrepreneurial brands such as Moma and OSO have pioneered the dairy-plus-grains opportunity
Box 21: Graze – breakfast-in-a-box by home delivery
Box 22: Fruity flatbread tops kids’ school breakfast list
Box 23: Slow release energy a key part of Belvita brand positioning
Box 24: Belvita pack messages
Box 25: Belvita advertising in Brazil, “Unsloth your day” 2011
Box 26: Celebrity brand ambassadors in marketing mix
Box 27: Belvita USA TV ad “Power up, people!”
Box 28: Sampling is key element in Belvita’s marketing
Box 29: Reasons for Up & Go’s success
Box 30: Extending the Up & Go brand
Box 31: Nutella Bready communications
Ordering:

Order Online - http://www.researchandmarkets.com/reports/3028744/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>The Snackification of Breakfast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3028744/">http://www.researchandmarkets.com/reports/3028744/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCH37RR9</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Electronic (PDF) - Single User:</th>
<th>USD 467</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 1400</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ]</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _______________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World