Breakfast: Retail Market Trends and Opportunities in the U.S.

Description: Breakfast: Retail Market Trends and Opportunities in the U.S. analyzes industry and consumer trends shaping the U.S. retail breakfast market. This report analyzes eight food and beverage categories significant to the retail market for breakfast, including hot and cold cereal; breakfast entrées and sandwiches; pancakes, waffles and French toast; breakfast baked goods; breakfast meats and meat alternatives; yogurt; breakfast & nutrition bars and breakfast supplements; and kids’ breakfast.

In each case, the report 1) trends and analyzes the given category with consideration of key demographics to provide insight into growth opportunities and challenges; 2) covers category performance as it relates to consumer attitudes and behavior toward breakfast with a focus on how users define their normal breakfast; and 3) presents marketing and new product trends that are influencing the category in the grocery aisle.

A key approach to the report involves the various ways consumers approach and define breakfast, a topic developed in its own section. In particular, it assesses how consumers define the breakfast that they normally have, as well as the relative importance they have ascribed to breakfast over time, and the degree to which consumers view breakfast as part of their routine. These results are woven into analysis as appropriate throughout the report.

The report also identifies challenges and opportunities relevant to retail breakfast marketers. It does so by digging into consumer need states that influence breakfast choices by comparing rationales for eating cold cereal and cereal/granola/ nutrition bars. To position growth opportunities within the breakfast daypart and beyond, it also analyses the extent to which breakfast foods straddle breakfast and snacking, as well as the degree to which consumers snack in the morning. Finally, it examines opportunities related to health and wellness, identifying the degree to which organic foods and gluten intolerant users eat a variety of breakfast foods; and the value consumers ascribe to healthy breakfast.

Finally, the report details usage growth in limited-service and full-service restaurant usage during 2006-2015, and the impact high-frequency restaurant breakfast users have on the retail market. It also compares consumer usage of 19 types of breakfast items at restaurants and at home, applying ratios suggesting at-home or at-restaurant usage dominance.

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