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.

Contents: Chapter 1: Executive Summary
Report Scope
Report Summary
Breakfast defined
Tale of the tape: 10-year trending
How consumers define breakfast
Demographic analysis
Importance of breakfast not lost on consumers
But losing steam when it should be gaining momentum
Degree of importance influenced by needs placed on breakfast
Part of the routine
Challenges and opportunities
Meeting the need state
Blurring the lines: breakfast or snack?
Breakfast foods as all-day snacks
Organic food use by breakfast food type
“Health by subtraction” terms still prevalent
Importance and healthfulness of breakfast
Breakfast: retail vs. restaurants
Restaurant breakfast beckons
High-frequency restaurant breakfast users pose challenges
Breakfast item choices at home versus at a restaurant
Cereal usage, marketing & new product trends
Trends over time
Key demographics
Marketing and new product trends
Cereal usage, marketing & new product trends
Trends over time
Key demographics
Marketing and new product trends
Pancakes, waffles & French toast usage, marketing & new product trends
Trends over time
Key demographics
Marketing and new product trends
Breakfast baked goods usage, marketing & new product trends
Trends over time
Key demographics
Marketing and new product trends
Breakfast meats & meat alternatives usage, marketing & new product trends
Trends over time
Key demographics
Marketing and new product trends
Breakfast & nutrition bars and breakfast supplements usage, marketing & new product trends
Trends over time
Key demographics
Marketing and new product trends
Kids' breakfast usage, marketing & new product trends
Usage trends
Demographic analysis
Trends over time
Marketing and new product trends
Chapter 2: Breakfast Defined
Tale of the tape: 10-year trending
Portable options lead usage growth
Breakfast staples face challenges
Table 2-1: Breakfast Food Usage by Type, 2006 vs. 2015
Breakfast defined
Simplicity, please
Chart 2-1: How Consumers Define Breakfast, 2016
Two roads to healthfulness
Demographic analysis
Full breakfast alive and well, but the quick and painless approach has uniform appeal
Table 2-3: How Consumers Define Breakfast: Selected Definitions by Demographic, 2016
For Millennials and parents, is breakfast the new coffee?
Table 2-4: How Consumers Define Breakfast: Top Energy and Health Definitions by Demographic, 2016
Importance of breakfast not lost on consumers
But losing steam when it should be gaining momentum
Chart 2-2: Breakfast Is More Important than Lunch or Dinner: Percentage Who Agree or Strongly Agree, 2006-2015
Degree of importance influenced by needs placed on breakfast
Table 2-5: Breakfast Is More Important than Lunch or Dinner: Percentage Who Strongly Agree by Demographic, 2015
Part of the routine
Demographic analysis
Table 2-6: Tendency to Eat Same Foods for Breakfast, 2016
Chapter 3: Challenges and Opportunities
Meeting the need state
Chart 3-1: Reasons for Eating Cold Cereal and Cereal/Granola/Nutrition Bars, 2016
Blurring the lines: breakfast or snack?
Embracing snacking as a breakfast option
Table 3-1: Table 2-1: Tendency to Substitute Breakfast with a Snack, 2016
Breakfast foods as all-day snacks
Chart 3-2: Foods Eaten for Breakfast and for a Snack, 2016
Health and wellness
Inherent health trending up
Organic food use by breakfast food type
Table 3-2: Households That Use Organic Food: Breakfast Foods Used by Type, 2015
"Health by subtraction" terms still prevalent
Gluten intolerance
Table 3-3: Diet Watchers and Gluten Intolerant: Household Breakfast Foods Used by Type, 2015
Importance and healthfulness of breakfast
Table 3-4: Breakfast Importance and Healthfulness, 2016
Chapter 4: Breakfast: Retail vs. Restaurants
Restaurant breakfast beckons
Chart 4-1: Breakfast Usage, Family Restaurants and Fast Food Restaurants, 2006-2015
High-frequency restaurant breakfast users pose challenges
Table 4-1: High-Frequency Restaurant Breakfast Usage by Demographic, 2016
Breakfast item choices at home versus at a restaurant
Chart 4-2: Breakfast Item Usage in Past 30 days: at Home vs. at Restaurant, 2016
But some at-home options maintain wide usage advantage
Chart 4-3: Breakfast Item Usage Ratio in Past 30 days: At Home vs. at Restaurant, 2016
Chapter 5: Usage, Marketing & New Product Trends: Cereal
Cereal: trends over time
Chart 5-1: Cold and Hot Cereal Household Usage, 2006-2015
Cold cereal: household volume declines
Table 5-1: Cold Cereal Household Usage Frequency Share, 2011 vs. 2015
Positive hot cereal household volume trends
Table 5-2: Hot Cereal Household Usage Frequency Share, 2011 vs. 2015
Key demographics: children are a key driver in use of breakfast cereal
Table 5-3: Cold and Hot Cereal Usage by Demographic, 2011 vs. 2015
Marketing and new product trends
Portable breakfast necessitates grab and go convenience
Health incorporates trendy diet and wellness monikers
Unique ingredients provide for more interesting flavor profiles
Chapter 6: Usage, Marketing & New Product Trends: Breakfast Entrées & Sandwiches
Breakfast entrées & sandwiches: trends over time
Chart 6-1: Frozen Breakfast Entrées & Sandwiches Usage, 2006-2015
Key demographics: blacks and families favor breakfast entrée and sandwiches
Table 6-1: Frozen Breakfast Entrées & Sandwiches Usage by Demographic, 2011 vs. 2015
Marketing and new product trends
All-day breakfast opportunity
Catering to interest in better-for-you warm breakfast
Comfort food and indulgent flavors
Chapter 7: Usage, Marketing & New Product Trends: Pancakes, Waffles & French Toast
Pancakes and waffle mix/frozen: trends over time
Chart 7-1: Pancake/Waffle Mix and Frozen Waffles/Pancakes/French Toast Usage, 2006-2015
Chart 7-2: Frozen Waffles, Pancakes and French Toast Usage, 2006-2015
Key demographics: usage strongest among blacks and families
Table 7-1: Frozen Waffles, Pancakes and French Toast Usage by Demographic, 2011 vs. 2015
Marketing and new product trends
Capturing a health halo
Chapter 8: Usage, Marketing & New Product Trends: Breakfast Baked Goods
Breakfast baked goods: trends over time
Chart 8-1: Breakfast Baked Goods Usage, 2006-2015
Key demographics: breads have universal appeal; sweets are used by families
Table 8-1: Breakfast Baked Goods Usage by Type and Demographic, 2015
Marketing and new product trends
Healthy breakfast baked goods
Breakfast baked goods embrace indulgence
Chapter 9: Usage, Marketing & New Product Trends: Breakfast Meats & Meat Alternatives
Breakfast meats & meat alternatives: trends over time
Key demographics: young adults, blacks and families more likely users
Table 9-1: Eggs, Bacon and Sausage Usage by Demographic, 2011 vs. 2015
Table 9-2: Meat Alternative and Breakfast Meat Alternative Usage by Demographic, 2011 vs. 2015
Marketing and new product trends
Healthy meat means increased transparency in farming and processing
Precooked meats
Chapter 10: Usage, Marketing & New Product Trends: Yogurt
Yogurt: trends over time
Chart 10-1: Yogurt/Smoothie Usage by Type, 2006-2015
Key demographics: women continue to over index in yogurt usage
Table 10-1: Yogurt/Smoothie Usage by Type and Demographic, 2015
Marketing and new product trends
Yogurt beyond breakfast
Yogurt broadens health halo
Flavor innovation
Chapter 11: Usage, Marketing & New Product Trends: Breakfast & Nutrition
Bars and Breakfast Supplements
Breakfast & nutrition bars: trends over time
Chart 11-1: Breakfast Bar, Energy/Diet Bar and Breakfast Supplement Usage, 2006-2015
Chart 11-2: Breakfast Bar Usage by Type, 2006-2015
Key demographics: use skews younger and more affluent
Table 11-1: Breakfast Bar, Energy/Diet Bar and Breakfast Supplement Usage by Demographic, 2006-2015
Marketing and new product trends
Going bite-size
Breakfast cereal bars get a healthy ingredient makeover
Nutrition bars find their “health niche”
Chapter 12: Usage, Marketing & New Product Trends: Kids’ Breakfast
Breakfast foods and beverages usage among children
Breakfast food usage
Table 12-1: Breakfast Food Usage by Type and Presence of Children in Household, 2015
Larger households are more likely to use breakfast pastries
Table 12-2: Breakfast Food Usage by Type Among Households with Kids: By Number of Kids in Household, 2015
Families with older kids are more likely to use hot breakfast and toaster pastries
Table 12-3: Breakfast Food Usage by Type Among Households with Kids: By Age of Kids in Household, 2015
Affluent families over index in use of energy/diet snack bars
Table 12-4: Breakfast Food Usage by Type Among Households with Kids: By Household Income, 2015
Trends over time
Graph 12-1: Hot Cereal, Cold Cereal, and Frozen Breakfast Entrees/Sandwiches Usage: Households with Children, 2006-2015
Marketing and new product trends
Better-for-you breakfast
Making breakfast fun to eat
Hot breakfast
Appendix
Methodology
Consumer survey methodology
Report table interpretation
Color coding
Indexing

Ordering:  
Order Online - http://www.researchandmarkets.com/reports/3723871/
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>Breakfast: Retail Market Trends and Opportunities in the U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3723871/">http://www.researchandmarkets.com/reports/3723871/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SC2GV7BP</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>[ ]</td>
<td>USD 3995</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>[ ]</td>
<td>USD 7990</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

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

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

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