

when the
WORLD
turned upside
DOWN



Another plus of the day.

Making big business
out of breakfast.

Breakfast means breaking a fast and it doesn't matter if it is consumed at 6 a.m. or 11 a.m. And, the future of breakfast looks rosy too with forecast growth of breakfast foods that meet consumers' primary needs of function, convenience, and enjoyment, according to NPD's recently released Future of Morning study, which illustrates how morning foods are changing today and into the future.

In Generation Z
more than 1/3 skip
breakfast.



And yet the evidence from largescale surveys suggests that somewhere in the region of 18–25% of adults (Haines et al., 1996, Kant and Graubard, 2006, Spence, B., 2017), and as many as 36% of adolescents in North America skip this supposedly 'most important' meal (Seiga-Riz et al., 1998)

Of course, what we consume first thing in the morning is as much about mental alertness as it is about providing fuel for the body. Many people drink coffee because they believe, erroneously as it turns out, that it improves their alertness. 4 Intriguingly, the evidence from an analysis of three large-cohort studies ($N>200,000$ North American men and women) conducted by the Harvard School of Public Health suggested that consuming a couple of cups of caffeinated coffee a day has a mild anti-depressant effect. So, taken together, the epidemiological research clearly suggests that what we eat and what we drink first thing in the morning can both exert a pretty dramatic effect on both our health and mental well-being.

First meal a day
significantly effects health
and mental well-being.

Note that breakfast and morning snack sales, especially of fast food, are predicted to grow faster than the population over the next couple of years (Chamlee, 2016). At the same time: "sales of breakfast cereals have tumbled by almost 30% over the past 15 years, and their future remains uncertain" (quote from Ferdman, 2016)

Almost 40% of
the millennials
said cereal is
inconvenient to
prepare.



So, in terms of the underlying drivers of the changes in consumer behaviour we are seeing around breakfast foods then right up there in terms of importance has to be convenience. Indeed, according to Howard Telford, an industry analyst at market research firm Euromonitor: "Convenience is the one thing that's really changing trends these days" (quoted in Ferdman, 2016). This certainly fits with the growing focus on hand-held and portable foods for those on-the-go. However, one of the other, rather less obvious, reasons for the changing face of breakfast relates to the core of the millennial consumer. Just take the following observation as a sign of what may be to come: "Almost 40% of the millennials surveyed by Mintel for its 2015 report said cereal was an inconvenient breakfast choice because they had to clean up after eating it." (quote from Severson, 2016b).

Access to food drives the decision making process.

The NPD study finds that consumers today are becoming less concerned with the food itself and more interested in solutions that can bridge meals. They're looking for functional, convenient, and enjoyable foods, and each of these needs plays out differently by generation. In many cases, easy access to food drives the decision making process of what to eat. This behavior is evidenced with the rise of mobile ordering and increased use of quick service restaurants for a fast grab-and-go breakfast or morning snack.

Morning snack sales grow faster than the population.

For any examples and advice on how to make big business out of breakfast, contact us at info@rational-online.com. Our foodservice experts are on hand to discuss your offer and suggest solutions tailored to your business.

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