



BREAKFAST IS BIG BUSINESS:

The most important
meal of the day

While the number of consumers who agree their morning meal is essential has dropped slightly,¹ breakfast and breakfast foods are clearly vital to daily nutrition in today’s food landscape.

Thanks to all-day breakfasts at fast-food restaurants, “breakfast for dinner” meals and our nation’s growing penchant for snacking, breakfast-type foods – especially those that are healthy and convenient – present ample opportunities for food formulators.

Percent of U.S. adults who agree that breakfast is the most important meal of the day¹

57%
IN 2007

52%
IN 2017

In comparison, only 18 percent of U.S. adults consider lunch the most important meal; 19 percent give dinner that honor.¹

Understanding the breakfast consumer

The average consumer eats breakfast at home three or four times per week, skips breakfast twice and eats breakfast away from home about once per week according to the 2017 Breakfast Consumer Trend Report.² The most popular reason for skipping is “not being hungry in the morning.” Other top reasons include “waited too long to eat” or “not enough time.” These on-the-run consumers may be a prime market for a healthy grab-and-go breakfasts, such as bars or ready-made smoothies or yogurt drinks.

Average number of breakfasts per week²

3.5

Eaten at home

2.3

Skipped

1.2

Eaten away from home

Brunch is also popular, with four out of ten consumers choosing to combine their first two daily meals at least once per week.²

Breakfast on-the-go

Not surprising, considering many consumers’ busy lifestyles, eating breakfast at home is less common than in previous years, and skipping is more common.² Fast-food restaurants and coffee shops are the most popular destinations for a breakfast away from home, but convenience stores are also a common choice. Sixty-five percent of 35- to 44-year-old convenience store shoppers report purchasing breakfast from a convenience store at least once per month.³

Breakfast destinations per month²

- Quick-service restaurants3.9x/mo.
- Coffee/beverage shops.....2.5x/mo.
- Full-service restaurants2x/mo.
- Convenience stores1.5x/mo.

Building a better breakfast

Choosing nutritious breakfast food is more important to consumers than ever. While “healthy” can have many different meanings, the most common definitions are: foods that are high in nutrients; free from artificial ingredients, preservatives or additives; and which belong to an important food group needed for a healthy eating style.⁴

Formulators should think about health, convenience and versatility when developing breakfast foods.



BREAKFAST BARS

Bars can serve as a nutritious on-the-run breakfast, as well as a wholesome between-meal snack. Cargill offers consumer-friendly ingredient options for developing higher-fiber, higher-protein and reduced sugar formulas, as well as the industry’s broadest non-GMO ingredient portfolio.



YOGURT AND DAIRY DRINKS

Today’s dairy consumers crave nutrition as well as convenience and taste. Chicory root fiber can be added to yogurt and yogurt drinks to boost soluble fiber and creaminess, as well as to support sugar reduction efforts. Fruit-based pectins and the SimPure™ portfolio of functional native starches can also help produce a consumer-pleasing mouthfeel while maintaining a label-friendly appeal.



BAKERY ITEMS

Formulators can develop consumer-pleasing bakery items by using label-friendly starches and pectins. They can add protein by using pea proteins and soy flour, boost the whole-grain content by using whole wheat or whole-grain corn, or reduce sugar content by using chicory root fiber, erythritol and stevia sweeteners.

Fast breakfast facts

- **The majority of breakfast eaters consume both food and beverage at their morning meal.** One out of ten chooses just a beverage, while fewer than three out of ten just choose food.²
- **All-day breakfast is a hit.** 30% of consumers report purchasing breakfast foods beyond the morning hours more often than two years ago.²
- **45% of convenience store shoppers report purchasing breakfast from a convenience store at least once per month.**³
- **Consumers ages 35 to 44 are the most frequent convenience store breakfast shoppers.**³
- **Four out of ten millennials would like restaurants to offer chicken for breakfast.**²
- **Households with elementary school-age children are the primary drivers of cereal sales, spending 45% more on kids’ cereals than total U.S. households.**⁵

References

- ¹ Packaged Facts. “Breakfast and Breakfast Foods All Day: Culinary Trend Tracking Series.” May 2018. <https://www.packagedfacts.com/Breakfast-Foods-Day-Culinary-Trend-Tracking-Series-11666637/>
- ² Technomic. “2017 Breakfast Consumer Trends Report.” <https://www.technomic.com/available-studies/consumer-trend-reports/breakfast>
- ³ Technomic. “Q4 Convenience Store Consumer Market Brief.”
- ⁴ International Food Information Council Foundation. “2017 Food & Health Survey.”
- ⁵ Nielsen. “Back To School for Students, and Back to the Grocery Aisles for Parents.” 2016.

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