



SUMMARY & BUSINESS STRATEGY

Adult American Breakfast Experience

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MOST COMPELLING DATA

Secondary Data



Over 1/3 of consumers over the age of 18 define breakfast as something that provides them with energy. Over 60% of millennial adults ages 25-34 believe that eating breakfast will give them “energy”.



One thing that some adults are eating in place of cereal is yogurt, in fact over 44% of adults eat yogurt for breakfast.



Based upon these studies 21% of American adults will skip breakfast if they are too busy and don't have time to eat. In those who choose to eat breakfast over 80% of adults eat frozen breakfast foods and 28% of breakfast eaters will eat breakfast outside of their home.



A positive aspect in the adult American breakfast trends is the desire to make healthier eating choices. Along with the desire to eat healthier consumers are also focused on “snack” foods instead of full meals.

MOST COMPELLING DATA

Mobile Ethnography & Questionnaire



The data seems to indicate a majority of adult Americans who eat breakfast will eat alone.



The data suggests that overall breakfast food rankings in order of preference were as follows: eggs, breakfast sandwich, pancakes/French toast, yogurt, cereal, and oatmeal.



The data suggests that most adult American women integrate coffee into their breakfast routine.



The data seems to indicate that adults are most likely to eat breakfast at home and it also suggests that they eat breakfast in the same (one) location without variety.

KEY INSIGHTS

Secondary Data

- **Food Choices Based on Convenient Options**

Adult Americans want convenient food breakfast food choices. As the adult lifestyle choices become busier there has become less time to make breakfast. Less sleep, more work, and overall increased life demands can cause more stress on the average American adult. As these things add more pressure, consumers are looking for breakfast solutions that are easy, quick, and require minimal preparation.

- **Quick and Easy Solutions**

American adults are searching for places that they can purchase quick and easy options or foods that are already prepared at restaurant/convenience store. If there isn't a breakfast solution that is simple American adults may be less likely to eat breakfast.

- **Skipping Breakfast**

American adults who skip breakfast are more likely to have more hunger throughout the day, eat more, struggle with their weight, and consume more junk food. As life gets busy these adults may believe they are making a healthier choice, but they may be putting their health at risk.

- **Investing in Health**

Adult Americans are beginning to desire breakfast options that are healthy and give them energy. One of the more recent American adult breakfast habits is to select healthier foods. They seek out healthier diet trends including Keto and vegan options. They view breakfast as one of the most important meals of the day, and they believe that healthier options will give them more energy.



KEY INSIGHTS

Mobile Ethnography & Questionnaire

- **Busy lives and limited time**

Even though a majority of adults eat breakfast at home they still have busy lives. A large portion of respondents spend only 1 – 10 minutes preparing and eating breakfast.

- **Coffee, Eggs, and Bacon are top of mind**

The data suggests that many adult Americans still enjoy the traditional bacon and eggs in the breakfast routine. The data also indicates that eggs are a favorite food choice.

- **Breakfast is an important part of the morning routine**

The data seems to indicate that even though life gets busy American adults are still finding time to eat breakfast.





BUSINESS STRATEGY #1

Energy for Your Day: “E-Morning” Breakfast Solutions for Millenials

- E-Morning would be a company that delivers fresh breakfast food options to your home. The breakfast packages would be filled with foods that are convenient, provide energy, and are healthy.
- Packages would be delivered on a bi-weekly basis and would include daily breakfast kits.
- Kits would be filled with quick and easy breakfast solutions including: yogurt, berries, oatmeal, eggs, nuts, protein shakes, cottage cheese, whole grain bread, whole grain waffles, turkey bacon, avocados, and many more options.
- Each kit would have food options that the individual “likes” based on a preliminary survey to determine food preferences.
- E-Morning daily breakfast kits would include a few quick and easy recipe options. All recipes would take less than 10 minutes to prepare. Food would be assigned to each day so that the consumer would not have to even think about what to make for breakfast.

BUSINESS STRATEGY #1

Detailed Insights and Data

- Over 1/3 of consumers over the age of 18 define breakfast as something that provides them with energy. Over 60% of millennial adults ages 25-34 believe that eating breakfast will give them “energy”.
- The data seems to indicate that adults are most likely to eat breakfast at home and it also suggests that they eat breakfast in the same (one) location without variety.
- Even though a majority of adults eat breakfast at home they still have busy lives. A large portion of respondents spend only 1 – 10 minutes preparing and eating breakfast.
- Adult Americans are beginning to desire breakfast options that are healthy and give them energy. One of the more recent American adult breakfast habits is to select healthier foods. They seek out healthier diet trends including Keto and vegan options. They view breakfast as one of the most important meals of the day, and they believe that healthier options will give them more energy.





BUSINESS STRATEGY #2

Local Business Solution

Fresh Foodies of Dane County

- Fresh foodies is a company that works with small local restaurants in Dane County, Wisconsin.
- The company would create a network of small local restaurants to offer “grab and go” breakfast foods.
- Each restaurant would offer breakfast options based on their type of restaurant.
- Consumers would order their breakfast food on the Fresh Foodies app. Choices could be ordered up to 2 weeks in advance.
- Fresh Foodies would be responsible for providing the “pick-up” kiosk area for breakfast items. They would also be in charge of acquiring more participating restaurants.

BUSINESS STRATEGY #2

Detailed Insights and Data

- Adult Americans want convenient food breakfast food choices. As the adult lifestyle choices become busier there has become less time to make breakfast. Less sleep, more work, and overall increased life demands can cause more stress on the average American adult. As these things add more pressure, consumers are looking for breakfast solutions that are easy, quick, and require minimal preparation.
- American adults are searching for places that they can purchase quick and easy options or foods that are already prepared at restaurant/convenience store. If there isn't a breakfast solution that is simple American adults may be less likely to eat breakfast.
- Based upon these studies 21% of American adults will skip breakfast if they are too busy and don't have time to eat. In those who choose to eat breakfast over 80% of adults eat frozen breakfast foods and 28% of breakfast eaters will eat breakfast outside of their home.
- The data suggests that many adult Americans still enjoy the traditional bacon and eggs in the breakfast routine. The data also indicates that eggs are a favorite food choice.





BUSINESS STRATEGY #3

BreakfasTable: With BreakfasTable you will always have time for breakfast.

- BreakfasTable is an affordable snack pack solution that can be purchased at local grocery stores.
- This snack pack is similar to a Lunchable, but has breakfast food for one person.
- Consumers would be able to select food packages from 2 different areas in the store. Some of the packages will be in the refrigerated section and others would be in the frozen food section.
- These options would provide a balanced breakfast that can be eaten at home or eaten on the go.
- Items inside the packages will be healthy “snack” foods.
- Refrigerated and frozen food packages would focus on healthy snack foods. Consumers would always have time to eat breakfast: no more skipping breakfast.

BUSINESS STRATEGY #3

Detailed Insights and Data

- Breakfast is an important part of the morning routine. The data seems to indicate that even though life gets busy American adults are still finding time to eat breakfast.
- American adults who skip breakfast are more likely to have more hunger throughout the day, eat more, struggle with their weight, and consume more junk food. As life gets busy these adults may believe they are making a healthier choice, but they may be putting their health at risk.
- The data seems to indicate a majority of adult Americans who eat breakfast will eat alone.

