

consumer corner

Updates from Market and Consumer Analysis Branch

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The presence of whole grain, omega-3 fatty acids or added vitamins has a much larger audience at breakfast than it does at any other time of day. This trend is expected to continue as more consumers look to the one food they eat for breakfast to satisfy their requirement of the four Hs - health, habit, hunger and hurry.

Quick is the key in the morning and today's consumers continue to want faster and healthier solutions for breakfast.

As consumers strive to eat healthier faster in the morning, they are seeking out value-added inclusions.

In the past, label claims were primarily about exclusions. Today, primarily at breakfast, enhancements are important.

Breakfast Trends in Canada

by Diane McCann-Hiltz

Source: NPD Eating Patterns in Canada Report, November 2008¹

Eating breakfast in the morning is driven by four Hs-Health, Habit, Hunger and Hurry

According to the 2008 "NPD Eating Patterns in Canada Report", health is the driving factor in choosing breakfast foods. Consumers are not spending more time to meet their health goal, in fact they are looking for more shortcuts through value-added and enriched foods.

(1) The information in the NPD Eating Patterns in Canada Report is based on four different NPD Group services.

- National Eating Trends (NET) tracks consumption behaviour relating to retail and restaurants.
- HealthTrack survey adds an attitudinal component and health/diet status to the NET database.
- SnackTrack tracks the consumption and sourcing of snack foods by individuals.
- CREST collects information about purchases of prepared foods and beverages at restaurants.

Top 10 label claims on Foods and Beverages Consumed at Breakfast (based on % share of in-home breakfast meal occasions)

1999	2008
Low fat	Whole grain
All natural	Low fat
Caffeine free/ decaffeinated	Light/lite/diet
Low sugar/sugar free	Vitamins added
Fat free/non-fat	Fat free/non-fat
Cholesterol free	Trans fat free
Low cholesterol	Caffeine free/ decaffeinated
No salt/salt free	Low sugar/sugar free
Light/Lite/Diet	Calcium enriched
Low Salt/Low Sodium	Omega 3

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Fastest Growing Breakfast Items (in home)

The fastest growing items for in-home breakfast indicate that kid friendly foods are strengthening, particularly foods that come in quick and easy to prepare formats.

The fastest growing in home breakfast items are: (based on % of individual which ate

1. Toast
2. Waffles
3. Egg/Omelettes
4. Non-toasted bread
5. Ready to eat cereal
6. French toast
7. Yoghurt
8. Pancakes



Skipped Breakfasts

Skipped breakfasts are at an all time low. At the same time morning snacking is going up. This could suggest that consumers are eating more frequently in the morning, creating more opportunities for manufacturers to capture some of these occasions.

In 2008, the average Canadian skipped breakfast about 35 times per year compared to 42 times per year in 2005. In 2008, Canadians ate 82 morning snacks/year compared to 64 morning snacks/year in 2005.

The breakfast eaters are the driving force behind the growth of morning snacks. This is an indication that it may be easier to market to consumers that already eat something in the morning.

Teens (age 13-17) are most likely to skip breakfast. About 44 % of teens in 2008 skipped breakfast at least once a week.

Did you know?

The average Canadian consumed 306 breakfast meal occasions in 2008. This has been relatively stable since 2005.

Most breakfasts (84% percent) are prepared within five minutes or less.

Ready-to-eat cereals were the most popular in-home breakfast food in 2008. In 2008, 53% of individuals ate ready to eat cereal at least once an average week..

Canadians aged 55+ are eating more breakfasts in restaurants. Bacon/sausage and eggs are the favourite with this age group in restaurant, but breakfast sandwiches are growing the fastest. These consumers are treating themselves to breakfast items that are high in taste and more difficult to cook at home.