



## The Grocer : Breakfast

Research on behalf of The Grocer – September 2018

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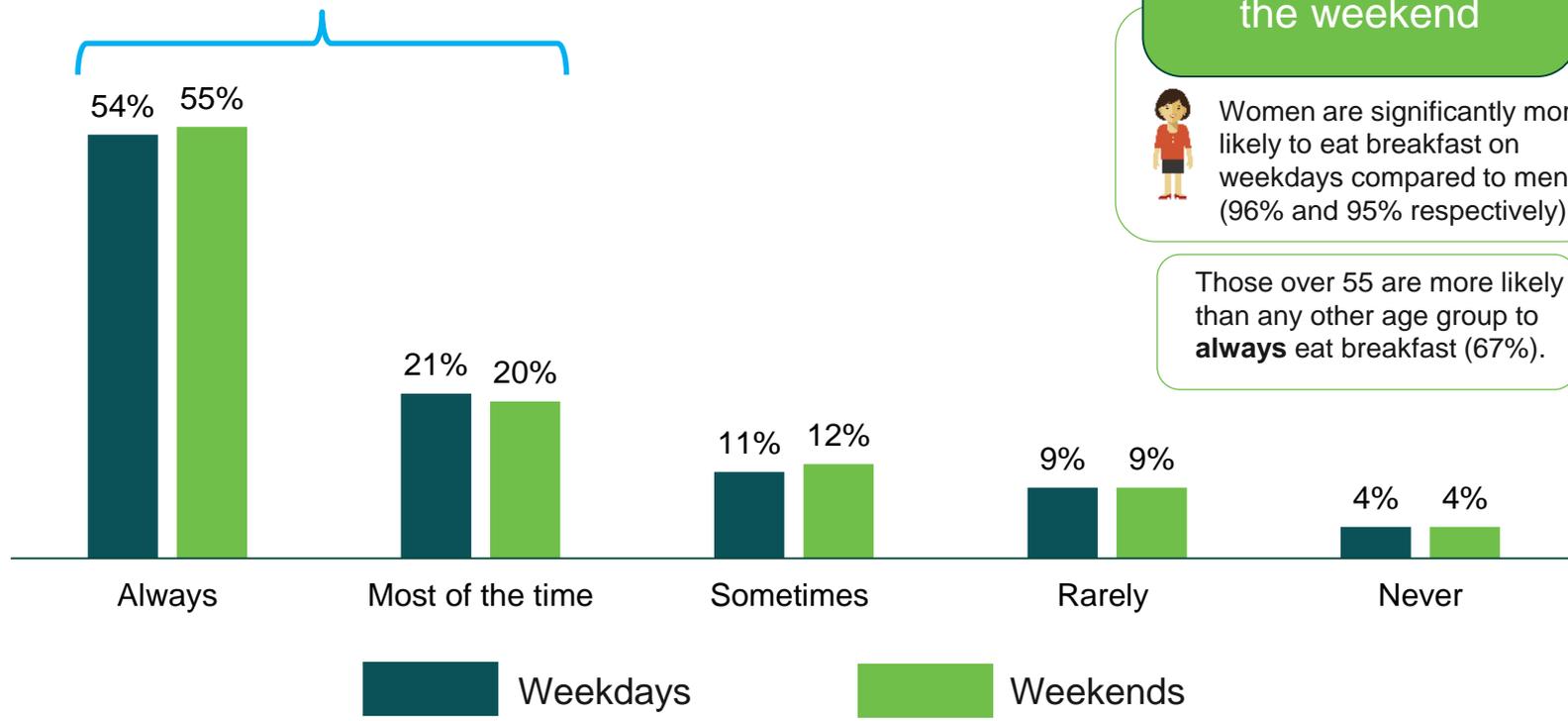
**The  
Grocer**



Three quarters of people (75%) eat breakfast at least most of the time during both the week and on weekends.

### Frequency of eating breakfast

**NET: at least most of the time**  
**75%**



**96% eat breakfast on weekdays and the weekend**

 Women are significantly more likely to eat breakfast on weekdays compared to men (96% and 95% respectively).

Those over 55 are more likely than any other age group to **always** eat breakfast (67%).

A quarter spend 2 minutes or under preparing breakfast on weekdays, compared to a fifth at the weekend. At the weekend, over 4 in 10 spend more than 6 minutes on their breakfast.

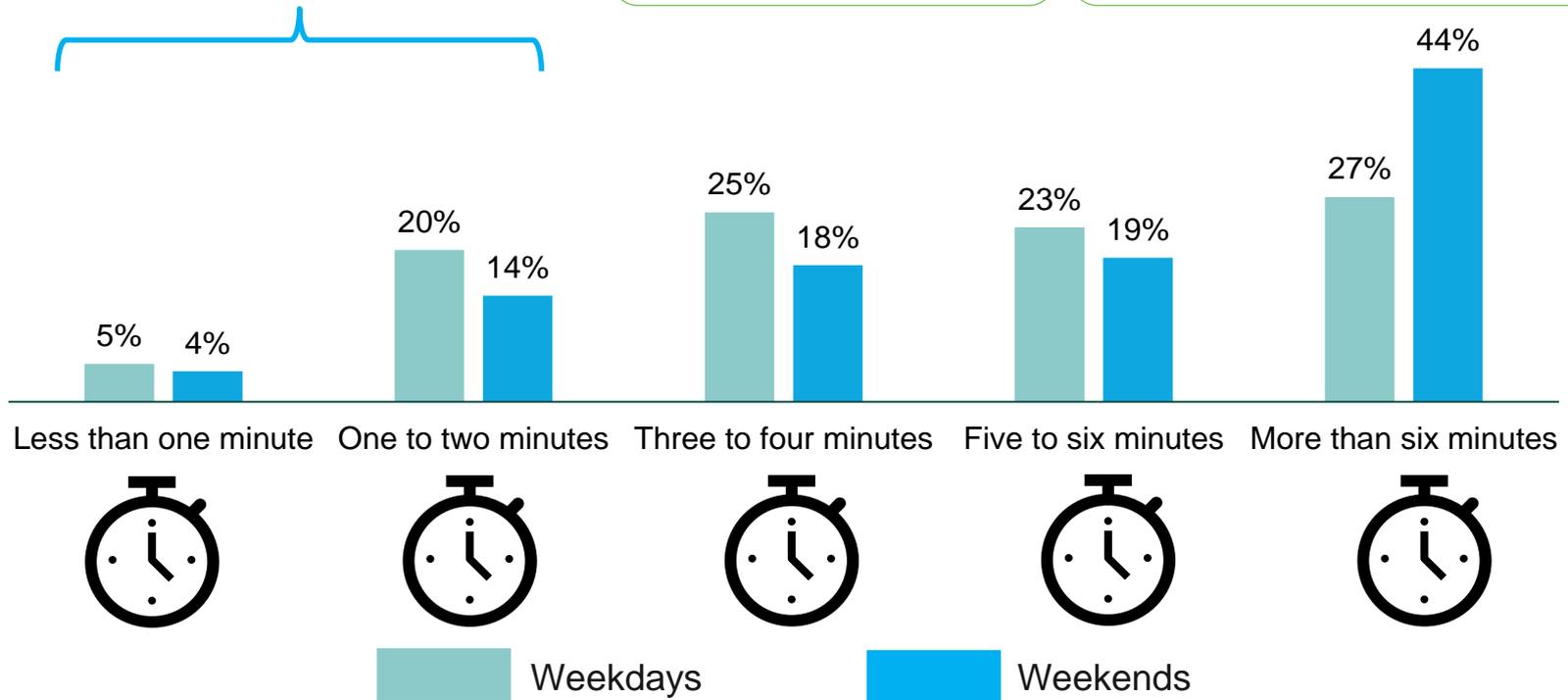
### Preparation time

**NET: 2 minutes or under**  
25% / 19%

18-24's are significantly more likely than all other age groups to spend 2 minutes or less on their weekend breakfast



Over 55's are significantly more likely than all other age groups to spend more than 5 minutes preparing their breakfast on weekdays



When selecting a breakfast to eat during the week, taste is the most important factor (56%), followed by a breakfast that is filling (50%) and quick to make (49%).

### Factors of importance



**Taste**  
56%



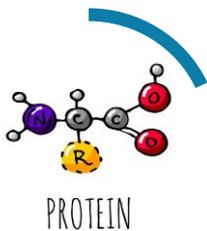
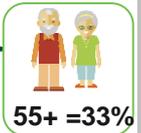
**Filling**  
50%



**Quick to make**  
49%



**Low in sugar**  
24%



**High in protein**  
18%

**100  
calories  
or less**



**Can be eaten on the go**  
9%



**None of the above**  
4%



**Low in calories**  
17%

Nearly 9 out of 10 people say they would eat breakfast at home during the week. Those aged 25-34 are the most likely to eat on their way to work or while at work.

## Places to eat breakfast on weekdays



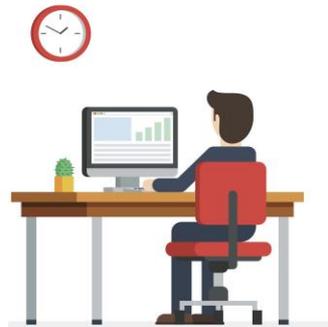
Home

89%



**Over 55's** are significantly more likely than all other age groups to eat breakfast at home on weekdays (96%)

Other 1%



My Desk

13%



**Men** are significantly more likely to eat at their desks compared to women (15% and 11% respectively).



En route to work

9%

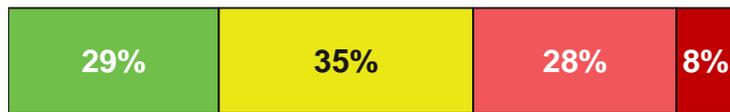
**25-34 year olds** are the most likely to eat at their desk (23%) or during their commute to work (17%), compared with other age groups.

For those who eat at their desk, the majority (64%) say that this is where they have their breakfast most or all of the time. Meanwhile, for those who eat on route to work, the greatest proportion say they only do it sometimes (45%).

### Frequency of eating breakfast at work or when commuting

#### Eat breakfast at their desk

NET: at least most of the time  
64%



■ Always ■ Most of the time ■ Sometimes ■ Rarely



#### Eat breakfast on their way to work

NET: at least most of the time  
41%



■ Always ■ Most of the time ■ Sometimes ■ Rarely



Fruit (46%) and yoghurt (44%) are the most common food items consumed for breakfast at peoples desks. Whilst on the way to work, fruit (47%) and breakfast biscuits (45%) are the most popular choices.

### Breakfast options

Cereal



Fruit



Pastries



Porridge



Cooked Breakfast



Breakfast Drink



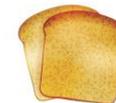
Breakfast Biscuits



Yoghurt



Toast



### At my desk

39%

46%

25%

31%

19%

23%

35%

44%

36%

### En route work

19%

47%

27%

16%

15%

28%

45%

21%

32%



**Women** are significantly more likely to chose to eat **breakfast biscuits** on their way to work compared to men (55% and 35% respectively).



**Men** are significantly more likely to consume a **cooked breakfast** compared to women, both on the way to work (25% vs 5%) and at their desk (26% vs 10%).

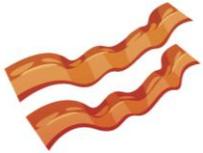
# Key take outs...



- Breakfast is of high importance amongst consumers, with **three quarters** (75%) eating breakfast **at least most of the time** both during the week and at the weekend.



- Time taken to prepare breakfast differs slightly during the week and on the weekend, with **more people spending longer on it at the weekend**. With a quarter of people only spending 2 minutes or less preparing their breakfast in the week, this is consistent with nearly half (49%) stating that being **quick to make** is one of the top deciding factors when choosing what to have to eat for breakfast. **Taste** is the most important factor (56%), as well as being **filling** (50%).



- For most people (89%), breakfast is eaten at home during the week, however, 13% eat at their desk, and 9% on the way to work, therefore there is clearly a market for **quick and easy on-the-go breakfast items**. 25-34s are the most likely age group to eat their breakfast on the commute to work or once they have arrived, therefore are the group that have the most potential to be targeted with such products.



- **Fruit** is the most popular food item to consume at breakfast for nearly half of those who chose to eat at their desk or on their way in to work. **Yoghurt** is also popular for those eating at work (44%), whereas **breakfast biscuits** are chosen by those eating on their commute (45%).



- Eating breakfast **in work** appears to be more of a choice, with the majority who eat there saying that they do this **most of the time**, while for those who eat on their way into work, this more often happens only sometimes, which may be indicative that it is more of a necessity than a choice.

# Appendix

## Approach & Demographics



# Approach and Panel

- We conducted an *online omnibus survey* with **1,967 adults** aged **18+** across **England, Scotland, and Wales** between **9<sup>th</sup> -13<sup>th</sup> July**.
- The survey took place using our sister-company **toluna.com online panel** which consists of members of the **general public** who have opted in and voluntarily agreed to participate in online research studies.
  - Through careful recruitment and management, **we are able to rapidly survey large numbers of the general population** and accurately **represent the views of the nation**.

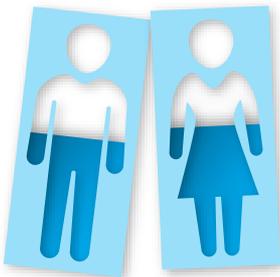


# Omnibus Audience

A representative Sample

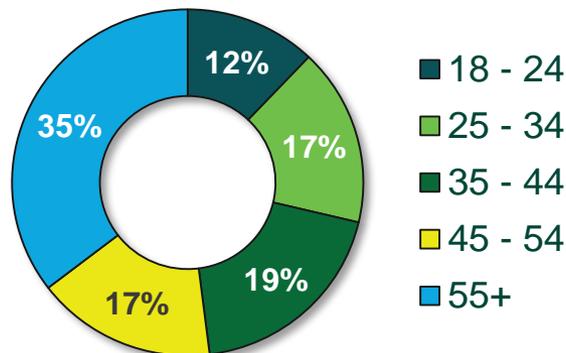
- The results of the study were weighted to best reflect the size and shape of the population of the nation
- This means that the results in this report reflect an audience that is as true as possible of the GB population with the same age, gender and regional profile. The audience profile is detailed below.

## Gender

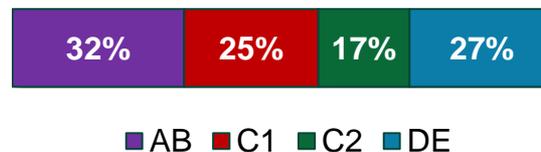


48% 52%

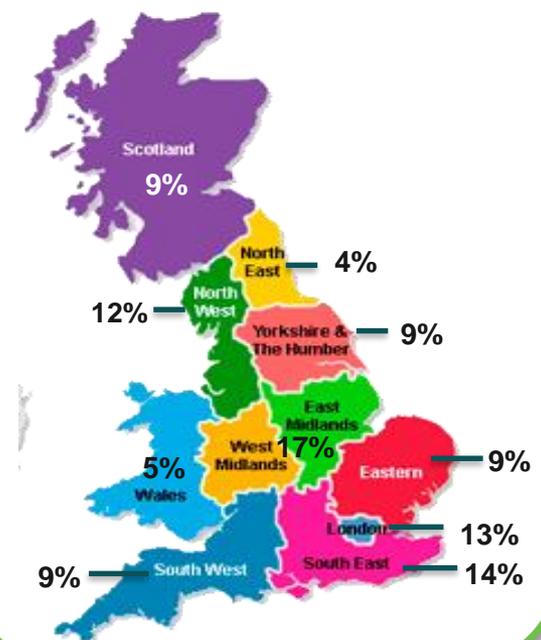
## Age



## Social Grade



## Region



**For further information about this study,  
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