



SHOPPER PANEL SPOTLIGHT

What's really in consumers' minds in their quest for food and beverage? To help you understand the motivations and opinions behind purchase behavior, FONA put together a panel of shoppers. The group spans the spectrum from Clean Savvy to Clean Avoider (visit www.fona.com/clean for details about the personas.) The group gets regular check-ins, and we share our learnings with you!



KEY FINDINGS

For the majority of our panelists, breakfast is eaten every day and healthy is the most important attribute taken into consideration when selecting a breakfast item. Breakfast is most often consumed at home instead of on-the-go or at the office. Eggs are the top breakfast items consumed, followed by fruit and oatmeal. In addition, dinner is the top daypart that breakfast foods are consumed outside of the traditional breakfast hours of consumption.

71%

Eat breakfast **EVERY DAY**

71%

Stated that **HEALTHY** is the top attribute when selecting a breakfast item

65%

Eat **EGGS** for breakfast

59%

Drink **COFFEE** with breakfast

This month, our shopper panel takes on...

BREAKFAST

CONSUMPTION

In this interaction we wanted to gain insight into all things related to the breakfast meal occasion for our panelists. We've gathered their thoughts and consumption habits around this meal time. What are they eating for breakfast? Is it a part of their morning routine? Where do they consume it and what's the importance of eating breakfast?

EATING BREAKFAST AT HOME

65%

of our panelists stated that they eat breakfast at **HOME**

"At home. Once in a while we will go out for breakfast on the weekends." – Carrie T.

"At home, but I have been known to eat it in the car while driving my son to school." – Sarah P.

IMPORTANCE OF BREAKFAST

We asked our panelists why it is important to eat breakfast. While only a few stated they do not eat breakfast and prefer just caffeine, the majority of the panelists think it is a great way to jumpstart the day. In addition, they are less hungry throughout the day.

MARK F.

"1. It may be more psychological than anything else. I like to eat so why not start my day by eating? 2. I work out in the morning, so breakfast provides me with some energy for that."

SARAH P.

"It makes me feel energized and ready for the day ... plus, I'm hungry! I don't eat past 8-ish at night, so when I eat breakfast about 7 it's been almost 12 hours and my body wants nourishment. It also helps curb my snacking habits if I have a good breakfast."

KATIE D.

"It jumpstarts my day and I tend to not be efficient at work if I don't eat! I definitely have to wait for a few hours after I get up though before I get hungry ... I generally eat around 9 or 9:30 once I'm at work."

We asked our panelists if they eat breakfast for any other mealtime. Breakfast for dinner was a overwhelming winner.

ZACH S.

“Brinner (breakfast for dinner) is a rare treat, but I always enjoy a weekend day when I have cereal or pancakes for dinner.”

MARK F.

“Breakfast foods are totally legit and can be enjoyed at any time of the day. Eggs for dinner, toast as a snack, pancakes for lunch. Any and all! 100%! This is why McDonalds started offering some of their breakfast items at times other than conventional breakfast hours. It worked!”

CHRISTINE B.

“Yes, lunch, dinner or snacks. I like egg salad, hard-boiled eggs and especially egg sandwiches, so that works for snacks or lunch. Can’t beat a good breakfast-for-dinner option, like sausage, pancakes and scrambled eggs or an omelet and hash browns for an easy dinner. Always popular since my family does not eat traditional breakfast at breakfast. Yes, I’m more likely to order an Egg McMuffin than a burger at lunch.”

All this might leave you with a bit of a challenge. We get it, and we can help.

Maybe you’re working on developing a new product or adding line extensions to an existing product line, but not sure what flavor profiles consumers are looking for. Maybe you’re looking to find a balance between classic flavor profiles and more up & coming alternatives and could use some advice. FONA’s subject matter experts can help you keep that signature taste AND the label claims your consumers demand. Clean label spans the spectrum. Where does your product fit in? Let’s talk. Contact us

WANT US TO ASK ABOUT SOMETHING SPECIFIC?

Our panel can help inform YOUR decisions. Let us know what you’d like us to find out from our shopper panel. Email POscarson@fona.com and let’s dive in!

WHAT’S FOR BREAKFAST?

TOP BREAKFAST ITEMS CONSUMED



EGGS



FRUIT



OATMEAL

THE TAKEAWAYS

1

Breakfast is Important.

Our panelists believe that it is important to consume breakfast, but they are consuming it at home more often than not. One factor that has changed in the past year is that consumers are no longer eating breakfast on the run—keep that in consideration when creating breakfast options. New opportunities in packaging, cooking options and even variety are possibilities.

2

Healthy Breakfast is a Must.

Healthy is the top attribute for our panelists when selecting breakfast options—which is in direct correlation with the top breakfast items consumed (i.e. eggs, fruit & oatmeal.) Consider creating some new ways that healthy breakfast offerings can be consumed. Flavor variety can definitely keep consumers interests piqued and their taste buds and waistlines happy.