



## Quarterly Spotlight Trend

### Intelligence + Analysis = Foresights



#### Wizard of Lightbulb Moments:



Breakfast trends have shifted, making it challenging to meet evolving consumer demands. However, some things remain constant: people crave convenient, family-friendly, handheld breakfast options with easy cleanup. That's where breakfast pizza comes in. Unlike traditional breakfast items, it offers flexibility.

You can use puff pastry or croissant dough for the base, experiment with sweet or savory sauces, and combine a variety of toppings that spell out "BREAKFAST." Embrace this challenge to win customer loyalty, enticing them to return for more innovative offerings. *Here is a glimpse of this trend:*



#### Steal This Idea: Sell More Breakfast with Pizza

A recent survey by Casey's found that pizza is a popular choice for breakfast among U.S. adults, with 44% of respondents stating they would eat breakfast more often if pizza was on the menu.

Additionally, 52% of adults wish pizza was considered a more traditional breakfast food, and 57% said they would eat breakfast more often if they could get a breakfast pizza.

The survey also revealed that busy mornings can lead to parents feeling guilty about not preparing breakfast for their children, with 76% of parents of school-aged children experiencing this guilt.

Furthermore, 31% of parents reported that their kids miss breakfast at least one day a week.

Of those whose children skip breakfast, 87% of parents expressed a desire for their kids to eat breakfast more often in the morning.



44% would eat breakfast more often if pizza was on the menu



Morning meal restaurant visits grew by 10 percent in February YOY



Skipping breakfast was associated with increased



Only 35% of Americans eat a traditional breakfast every day



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Source: Casey's

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### **Wizard of Lightbulb Moments:**

Although consumers recognize breakfast as vital, many tend to skip it. Weak breakfast sales not only impact profits but also pose health risks for customers. Research suggests that eating breakfast enhances cognitive function, while skipping it is tied to a higher risk of cardiovascular issues and overall mortality.

Promote breakfast for immediate health benefits, and its contribution to a long life that naturally follows. By supporting consumer health objectives, you can ensure their return as they anticipate further care from your end.

*Here is a glimpse of this trend:*



### **Meal Skipping and Shorter Meal Intervals**

Previous dietary studies and current dietary guidelines have mainly focused on dietary intake and food patterns. Little is known about the association between eating behaviors such as meal frequency, skipping and intervals, and mortality.

The objective was to examine the associations of meal frequency, skipping, and intervals with all-cause and cardiovascular disease (CVD) mortality. A total of 24,011 adults (aged  $\geq 40$  years) who participated in the National Health and Nutrition Examination Survey 1999-2014 were included in this study. Eating behaviors were assessed using 24-hour recall.

Death and underlying causes of death were ascertained by linkage to death records through December 31, 2015. During 185,398 person-years of follow-up period, 4,175 deaths occurred, including 878 cardiovascular deaths. Most participants ate three meals per day. In this large, prospective study of US adults aged 40 years or older, eating one meal per day was associated with an increased risk of all-cause and CVD mortality.

Skipping breakfast was associated with increased risk of CVD mortality, whereas skipping lunch or dinner was associated with increased risk of all-cause mortality.

Among participant with three meals per day, a meal interval of  $\leq 4.5$  hours in two adjacent meals was associated with higher all-cause mortality.



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### **Wizard of Lightbulb Moments:**



During a possible economic downturn, we closely monitor whether sales for breakfast outside the home slow down or increase. Typically breakfast sales outside the home drop when consumer finances are stressed. Surprisingly, there's no sign of this happening.

While having breakfast at home is the simplest option, consumers are currently choosing to invest in breakfasts outside, displaying a confident spending pattern. Encouraging this trend also caters to their psychological need for support during busy mornings.

*Here is a glimpse of this trend:*



### **Breakfast Can Sales Drive Restaurants Sales and Customer Frequency**

Here is some good news from Circana, The U.S. restaurant industry continued to recover from COVID-19 pandemic-related losses in February, with traffic up by 2 percent year over year.

Visits to quick-service restaurants, representing 82 percent of total restaurant industry visits, grew by 3 percent during the month of February vs. the year-ago period. Alternatively, full-service visit growth was held back by a 13 percent decline in dinner traffic, the segment's busiest meal daypart.

Source: U of Tennessee

However, the segment increased visits at morning meal and lunch. Overall, visits to full-service restaurants declined by 2 percent in February compared to one year ago. Total restaurant traffic at the morning meal, breakfast and a.m. snack has fully recovered from pandemic losses.

Morning meal restaurant visits grew by 10 percent in February year over year and are up 2 percent from three years ago. Whereas total restaurant lunch visits were down 1 percent in February vs. one year ago, and dinner traffic was down 3 percent.

At lunch, consumers have other choices, including bringing items from home or going to a workplace cafeteria, offering subsidized pricing or no-cost options.

Additionally, the higher average check for lunch and dinner may make them less appealing to some consumers.



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### **Wizard of Lightbulb Moments:**



Consumers cite various reasons for skipping breakfast, yet the repercussions of doing so on their health are undeniable. As health concerns take center stage, with cognitive function at the forefront, breakfast emerges as the solitary meal that addresses this crucial need.

Research clearly supports the notion that breakfast is indeed the most pivotal meal of the day. Build consumer trust by prioritizing their top health drivers, and they'll naturally turn to you for other related solutions.

*Here is a glimpse of this trend:*



### **Want Better Cognition? Don't Skip Breakfast**

Zhejiang University conducted an analysis using data from the China Nutrition Health Survey (CHNS) database, which included over 3,300 middle-aged to older adults.

The study identified six eating patterns: evenly distributed, breakfast-dominant, lunch-dominant, dinner-dominant, snack-rich, and breakfast-skipping. Cognitive function was measured using various tests.



The findings showed that an evenly distributed eating pattern was associated with better cognitive function compared to unbalanced patterns, especially for those who skipped breakfast.

When the analysis was restricted to participants with a constant eating pattern, the association of breakfast skipping with cognitive function persisted. The analysis involved 3,342 individuals with up to four repeated measures over 10 years.

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Sources: Circana, Zhejiang University

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### **Wizard of Lightbulb Moments:**

Breakfast is changing, and it's important to examine various aspects to fully grasp this shift. Some consumers who claim not to have a traditional breakfast actually have a smaller meal they consider a snack. Some skip breakfast to save money, while others consume morning meals but not the typical breakfast foods, and they don't see it as breakfast.

Meanwhile, breakfast foods have become part of all meal times. To understand breakfast behaviors better, start asking why a trends is occurring, not just what, to get a more precise picture. Position breakfast to align with consumer goals. *Here is a glimpse of this trend:*



### **Why Have Americans Abandoned a Traditional Breakfast**

A study by CivicScience revealed that only 35% of Americans eat a traditional breakfast every day of the week. Specifically, 21% of respondents reported eating breakfast 4-6 times a week, while 20% said they eat it 1-3 days a week.

This data reflects a shift in breakfast habits among Americans. The study also highlighted that three out of four American high school students did not consistently eat breakfast over the past week in 2021.

Female students were more likely to skip breakfast compared to their male counterparts, with over 80% of female respondents reporting so, compared to 69.9% of male respondents.

Additionally, Native American, Black, and Latino students were more likely to skip breakfast than their white and Asian counterparts, as reported by the CDC.



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Sources: CivicScience

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