The Grocer

Focus On: Breakfast & Brunch by Ash O'Mahony (Ashleigh.omahony@wrbm.com)

Publishing: 3 August
Advertising deadline: 22 July
Submissions deadline: 15 July

The Story

Welcome to the brunch movement. Not long ago, brunch was associated with the kind of glamorous New Yorkers seen in Sex and The City. Today, UK consumers are embracing the halfway point between breakfast and lunch. Brunch now makes up 14 % of all weekend breakfast occasions, as consumers use it as an opportunity to enjoy time with friends and family. This sense of occasion is also fuelling demand for more premium products that elevate it beyond a simple weekday breakfast. So which consumers are fuelling this movement? How are brands and retailers responding? And who can reap the most rewards from this growing trend?

Main themes

Weekday breakfasts: While the UK is embracing long and lazy brunches at the weekend, they're looking for increasingly quick and easy options during the week. What has that meant for the performance of cereal, breakfast bars, breakfast drinks and hot options?

Demographics: Who is fuelling the rise in brunches? It's popularly believed to be a millennial trend, but is that really the case?

Spend: How much are consumers spending on brunch? And on what?

Products: What innovations have come out to cater for the brunch crowd? How are brands and retailers responding to the trend? Which type of product is proving most popular?

Bottomless brunch trend: The bottomless brunch is growing as a weekend occasion. What is going on in the out-of-home arena, and how could this affect retail? Are there any trends that could make their way into retail?

Innovations: We identify eight new products or product ranges that ideally have not appeared in The Grocer before including launch date, image and RSP.

Kantar demographic data: Who is spearheading the rise of brunch?

Kantar data: How are cereals, breakfast drinks, hot breakfasts and alternative formats performing?

Shopper Intelligence data: How important is health when shopping for cereal and porridge?