

The Grocer

Focus On: Breakfast by Megan Tatum

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Brits have eaten an extra half a billion extra breakfasts over the past year, a rise of 2.9%. Given that we've all been stuck at home for most of the past year, it will be no surprise that more of those meals have been consumed indoors. So how has this impacted the kinds of food Brits have been rustling up for breakfast? And, as the country tentatively starts to emerge from lockdown, how will breakfast change? What opportunities do these changes present for retailers and their suppliers?

What are people eating for breakfast? This feature will pay close attention to how the past year has impacted the types of food Brits are choosing to eat for breakfast and which retailers and suppliers have benefitted and suffered most from this. Central to this will be an exploration of how these trends will play out as we start to come out of lockdown and put Covid behind us.

How are people's needs changing at breakfast? Kantar notes a sharp rise in breakfast foods chosen for 'enjoyment' with health and practicality being far less important considerations over the past year. Interestingly, there has also been an increase in 'drink-only' breakfasts. Why is this, how will these trends play out in the coming year and what opportunities do they present for retailers and their suppliers?

Why are so many people skipping breakfast? Kantar also notes a more recent rise in the number of people who are not eating breakfast at all. Why is this? How much of a threat is this to suppliers who rely on this occasion and does this tell us about Britain today? This feature will also explore changes in the time of day people are eating breakfast and how long they are spending preparing it?

How are brands and retailers preparing for breakfast's 'new normal?' This feature will explore how brands and retailers are looking to get on consumers' breakfast menus in coming months through new product development, new formats, marketing and merchandising. We will be profiling 12 interesting new products (breakfast cereals, drinks, bars, biscuits, meat, pastry and egg products) in a separate panel – please provide product details including rsp, launch date, stockists and a high res pack shot.

Kantar data on breakfast need states: Using Kantar commentary and data, we explain why the reasons behind the changes in the need states that inform breakfast decisions and how that is reflected in sales of different breakfast items.

Kantar data on breakfast food: Using the Kantar commentary and data, we explain why the appearances of certain food types has waxed and waned over the past year, how this likely to change over the coming year, and how this is reflected in sales.