

## Restaurant Breakfast and Brunch Trends - US - September 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Restaurant breakfast and brunch visitation is on the decline, driven by the proliferation of premium breakfast retail options coupled with consumers' lowered perceptions of breakfast as an important meal occasion."

- Hannah Spencer, Foodservice Analyst

This report looks at the following areas:

- Breakfast continues to decline in importance
- Americans are dining out less often for breakfast and brunch
- Retail remains restaurant breakfast's biggest competitor

Operators should concentrate on expanding coffee beverages and nontraditional breakfast offerings including global flavors, snackable options and plant-based ingredients to attract customers back to the morning occasion.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Key Players – What You Need to Know

- Global flavors proliferate on breakfast and brunch menus
- McDonald's shrinks its all-day breakfast menu
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Mintel Menu Insights

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Abbreviations

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