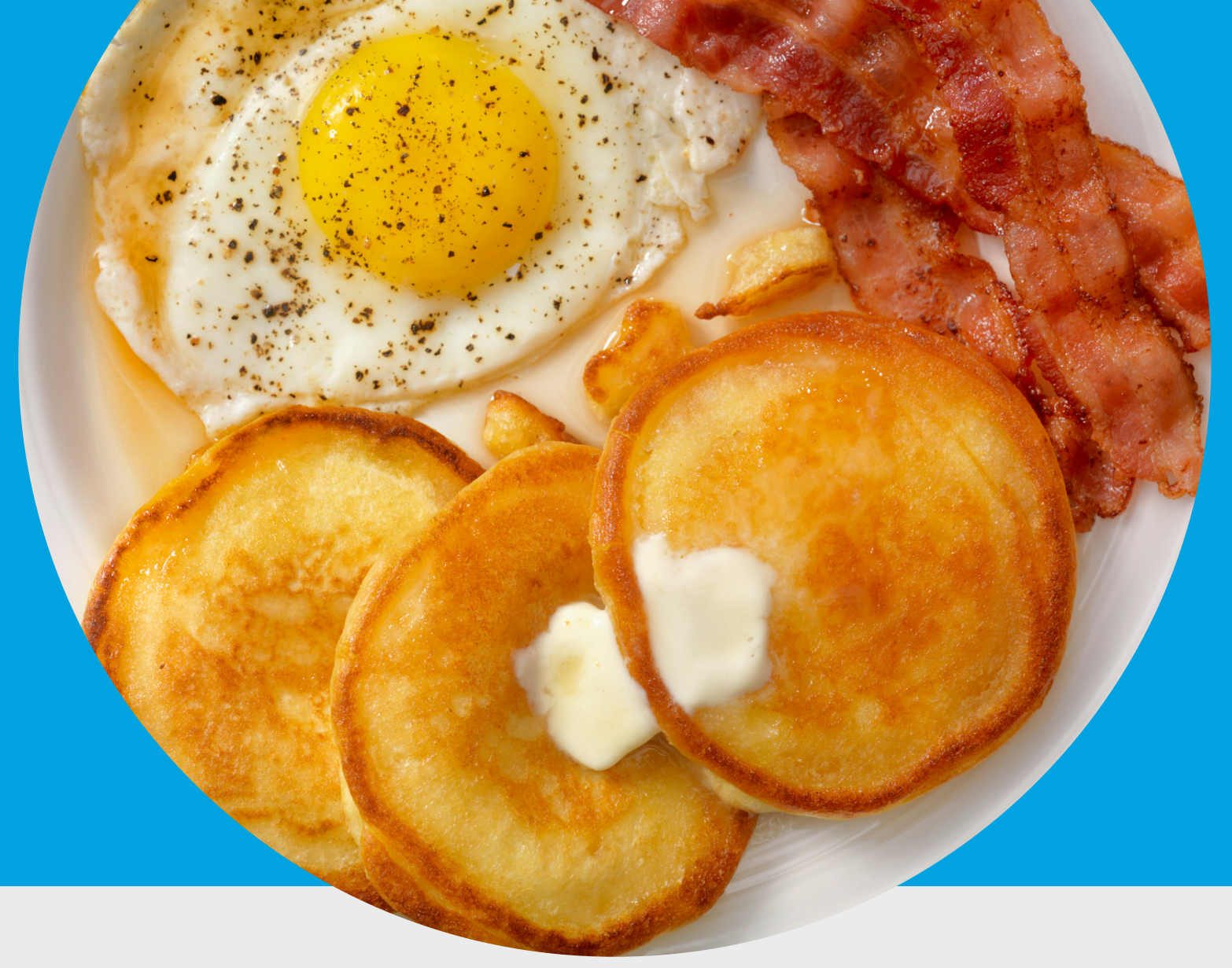


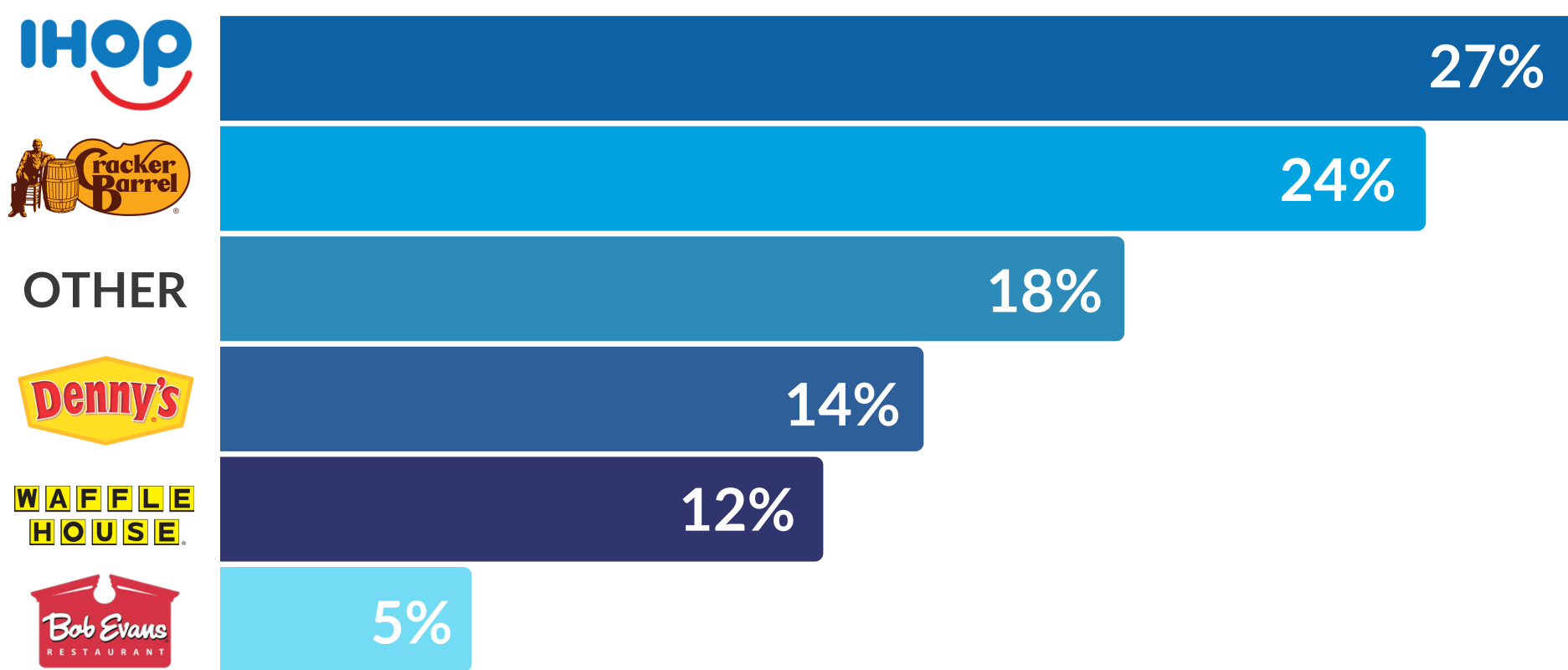
North American Breakfast Preferences: A Brief Insight

EXPLORING CONSUMER CHOICES IN THE BREAKFAST MARKETPLACE

We conducted a survey with 1,713 consumers across North America to discover their breakfast-purchasing habits.



Which is your favorite **breakfast chain**?



Has the frequency of eating out increased or decreased in the last year?

45% It's the same

38%
Decreased

18%
Increased



For two years in a row, the top **3 most important** factors rated by respondents when choosing which restaurant to dine-in at are:

- #1 **Food Quality**
- #2 **Price**
- #3 **Menu Items**

72% of respondents like the option of having all day Breakfast Service

62%

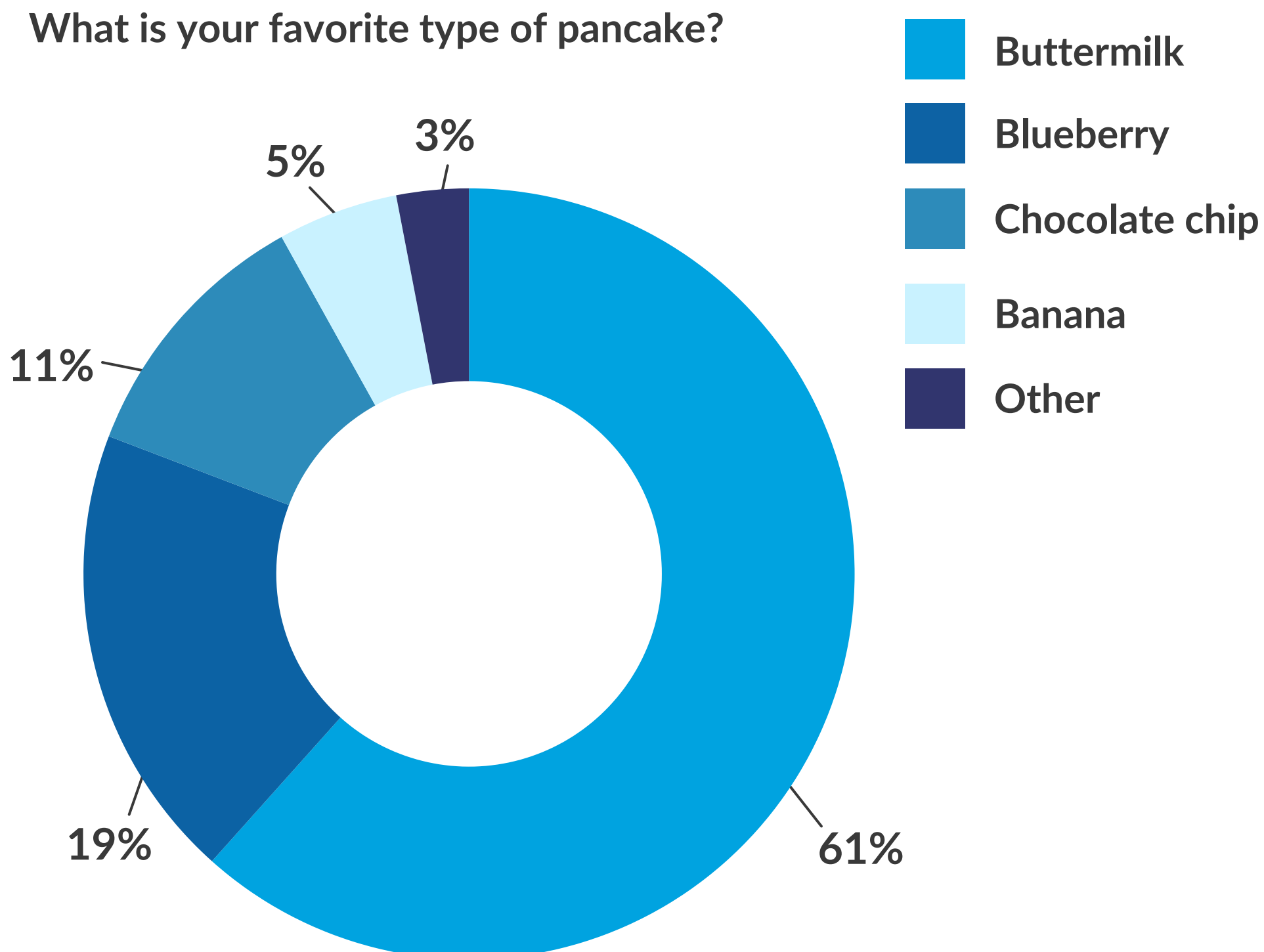
of consumers report that their favorite pancake topping is

Maple syrup

followed by strawberries at 12%, table syrup at 10%, butter at 9%, other toppings at 4%, and Nutella at 2%.



What is your favorite type of pancake?

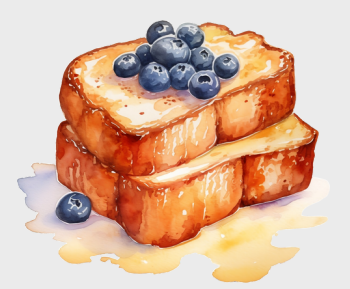
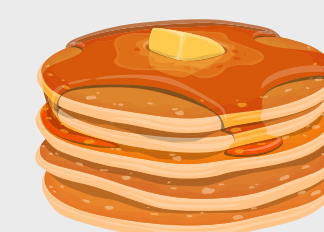
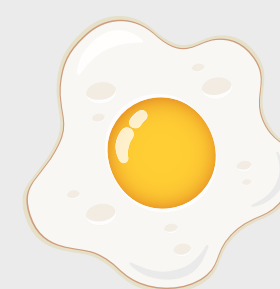


For the second consecutive year, the **top 3 favorite** breakfast menu items among respondents are:

#1 Eggs

#2 Pancakes

#3 French toast



Why is this important?

As 40% express a desire to dine out for breakfast occasionally, ensure you present enticing options or rewards to grab their attention.

Consumers are in the driver's seat, with 72% indicating a preference for breakfast service available all day, showcasing their desire for flexibility in meal timings.

If you want more insights on how your brand can better meet the needs of your customer, Intouch is here to help!