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**The Grocer Guide to...**

**The Grocer**

# Breakfast & brunch



Analysis

# Working in a hybrid world



## Breakfast and brunch suppliers explain how they are straddling consumers' dual needs of starting the day at home or on-the-go

✚ The post-pandemic world has seen the demands for breakfast & brunch extend beyond the busy on-the-go occasion to more leisurely at-home affairs, with consumers wanting it all – healthy, convenient and indulgent options. So how are suppliers in the category taking it all onboard?

“Hybrid working has furthered demand for practical and flavoursome baked products, including bagels, that can be prepared quickly around busy family schedules,” says New York Bakery Co (NYBCo) head of marketing Christina Honigfort. “Multiple lockdowns during the pandemic led to the at-home breakfast occasion

substantially increasing; the return to work has impacted this, but it still sits far above pre-pandemic levels as hybrid working models emerge as the norm<sup>1</sup>.

“Time is as precious as ever – a trend reflected in the current consumer demand for simplified meal options with fewer ingredients that are easier to slot into their busy lives<sup>2</sup>,” she adds. “The challenge for brands and products is that they still need to deliver on taste and enjoyment while using fewer ingredients/cooking processes to ensure inclusion in family meals.”

She reveals that the company is leading the UK's bagel category with a 50% share of the market<sup>3</sup>.

The ongoing trend towards hybrid working has driven a rise in consumers cooking breakfast at home, preparing ‘slower’ breakfast items and relying less on on-the-go products, says Katrien de Nul, promotions manager at VLAM. “This has supported a sustained uptick in Belgian potato products suited to breakfast, such as hash browns,” she says. “Consumers continue to prepare cooked breakfasts at greater frequency than pre-pandemic but still value convenience, with 55% of eaters saying that being easy to prepare is the most important quality when choosing [breakfast] food<sup>4</sup>.”

On the other hand, Mondelez



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International points to a strong trend for on-the-go occasions over the past year, as shoppers return to busy out-of-home routines. Trade communications manager Susan Nash says: “Consumers are after convenient and quick snacking options that not only taste delicious but also provide sustenance.”

She reveals that the company’s healthier\* biscuit range is seeing 4.5% growth year-on-year<sup>5</sup>, with its belVita brand now offering 16 flavours and seven textures. Meanwhile, its Cadbury Brunch Bar range has had an 8.8%<sup>6</sup> uplift, she says, as shoppers increasingly seek out quick and easy treats take with them on-the-go.

Rowse Honey marketing manager Clare Allman reveals recent consumer research shows the breakfast occasion varies across the week, from the quick, focused weekday occasions where

convenience is key to the slower, more indulgent weekend moments, where time and experience become increasingly important. However, the company also points to the impact of the cost-of-living crisis, with “some constrained shoppers switching from spreads brands to private label to manage their budgets”. “Despite difficult conditions caused by consumers following the general trend to trade down to private-label, Rowse continues to lead the honey category, with a 33.3% share<sup>7</sup>,” she notes.

At St Pierre Groupe, UK sales director Rachel Wells believes the change in consumer habits and the establishment of hybrid working patterns have created new opportunities for breakfast and brunch. “Not only are consumers picking up a breakfast, brunch or morning snack on their way

to work, but they’re also shopping the fixture for multipack formats to allow for a quality breakfast or brunch through the week – even on work-at-home days,” she adds.

### Trends

In a recent report<sup>8</sup>, taste, convenience and health were cited as the three trends dominating the breakfast/brunch occasion. Rowse Honey’s Allman reckons that honey over-indexes in these dominant drivers and says the more natural/less processed nature of the product stands it in good stead, as a healthy breakfast is seen as a good start to the day.

While many shoppers are looking to achieve balance in their diet, both Mondelez’s Nash and St Pierre Groupe’s Wells believe taste remains key. “Offering a great-tasting product is

## Analysis

# Looking ahead: simplicity, value, innovation

For the year ahead, Mondelez's Nash predicts wholegrains and oat ingredients will be key [breakfast & brunch] category drivers. "Recent research has found that 19% of people<sup>1</sup> are looking beyond simply great taste in their snacks and paying more attention to the nutritional value of their food than they did before the pandemic," she notes.

"Shoppers increasingly look for further innovation from the category. Whether that's new flavours or exciting inclusions, they want something that's a bit special from their snacks." To respond to this, belVita recently added a new flavour to its Baked Bars – Dark Chocolate & Orange, which she believes is sure to be a hit with shoppers.

Rowse Honey's Allman says she expects to see a continuation of current trends and pressures as the cost-of-living crisis persists. "However, it's important



that brands still maintain their value and their values throughout these adverse conditions, as the macro trends around health and sustainability are still playing a key role and will drive value within the category – and brands will lead this," it notes.

VLAM's De Nul points to sustainability as having an ever-increasing influence on purchase from both trade buyers and the end consumer. As such,

initiatives among Belgian potato suppliers include the Farm to Fork Strategy, which addresses the challenges of sustainable food systems and recognises the link between people, the planet and profit, she says.

One trend expected is the consumer move to simplified meal options, says NYBCo's Honigfort. "Families with busy lives will look to convenient products<sup>ii</sup>, with fewer ingredients that do not

compromise on flavour," she says.

"The market will also be influenced by consumer demands for products that feel like an everyday treat. "The treat mentality is closely linked with the current economic climate," she adds. "However, the importance of value-for-money products will continue to affect family spend. Consumers will look to brands to deliver economical products that still manage to elevate their meal-time occasions."

At St Pierre Groupe, Wells points to indulgence and a continued move towards premium products as two key trends. "A cost-of-living crisis makes consumers more discerning spenders, so the shopping mindset has shifted, as we make fast decisions on perceived 'value'," she says. "A trade-up in a lower-value category such as bakery can elevate an entire plate of food, so offers good value."

paramount to delivering a good brand experience," says Wells. She adds that shoppers are more exploratory at meal times at home, as this is still more economical than venturing out during the cost-of-living crisis.

She also notes that social media is "particularly relevant to a generation who increasingly recognise brunch as a meal occasion". As such, St Pierre Groupe invests heavily in social listening and content development to ensure it is talking to its purchasing audience wherever they are.

Ranked key consumer needs in the bakery & morning goods category are enjoyment (48%), practicality (42%) and health (9%)<sup>9</sup>, reveals NYBCo's Honigfort. "Bagels, as a breakfast option saw huge growth from 72.7m breakfast occasions in 2018 to a peak of 194m in February 2022<sup>10</sup>," she says. "Despite a slight decline in this

figure, bagels remain a highly popular breakfast and brunch option."

With the resurgence of people returning to the office and eating breakfast on-the-go, there is a real opportunity for retailers to maximise this trend with both breakfast meal deals in high visibility secondary displays and on-the-go options in relevant stores, says Rowse Honey's Allman. "Merchandising honey with key breakfast host foods will drive up basket spend, as breakfast is a key category entry point," she says.

Home cooking exploration and experimentation is a trend that has continued beyond the lockdowns, with over 38% of consumers working from home saying they cook new recipes more frequently than prior to 2020<sup>11</sup>, says VLAM's De Nul. "Retailers can maximise this opportunity by offering inspiration to customer through recipe

development and testimonials in their merchandising."

Post-pandemic and with the current cost-of-living crisis, purchasing habits are shifting towards a 'treat' mentality, believes NYBCo's Honigfort. "Purchasing a tasty, filling and nutritious breakfast is one way in which consumers give themselves a treat, starting their day right with a breakfast that is anything but boring."

## Sources

<sup>1</sup> Kantar Worldpanel, Usage, Total Bagels, 52 w/e 27.11.22

<sup>2</sup> Kantar, Total food & drink, Usage occasions % with the stated number of categories, 12 w/e 27.11.22

<sup>3</sup> IRI, Major Multiples, 52 w/e 28.01.23

<sup>4</sup> Mintel, UK Breakfast Eating Habits Market Report 2022

<sup>5,6</sup> Nielsen, Total Coverage excl discounters, 18.02.23

<sup>7</sup> Nielsen, incl discounters 52 w/e 25.02.23

<sup>8</sup> <https://tinyurl.com/2p9x2v34>

<sup>9</sup> Kantar, Usage Panel, Total

Bakery & Morning Goods, Bagels, 52 w/e 27.11.22

<sup>10</sup> Kantar, Usage, Total Bagels, 52 w/e 27.11.22

<sup>11</sup> Hearst, Lockdown Kitchen: Cooking and Eating During Coronavirus

## Looking ahead

<sup>1</sup> YouGov survey, Nov 2021, 2,531 GB respondents

<sup>ii</sup> Kantar, Usage Occasions % with the stated number of categories, Total Food & Drink, 12 w/e 27.11.22

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**La Boulangère** (including  
 its Vegan range)  
**Whaoo!**

**Source**

<sup>1</sup> Kantar, Total La Boulangère  
 Vegan, 52 w/e 25.12.22 vs LY

“With its tasty, passionately selected range of baked goods, La Boulangère wants to bring the joy and pleasure of French baking to everyone’s day, regardless of lifestyle choice or dietary requirement,” says Norac Foods UK marketing & technical director Sophie Barnay. “We pride ourselves on our French baking know-how and are committed to a taste-first approach, with simple and good recipes.”

Over the past year, La Boulangère has premiumised branded sweet bakery, adding value to the continental morning goods category, she notes. “The breakfast market will continue to grow and develop in 2023, as consumers still want to treat themselves, particularly during tough times – but affordability is key,” she explains. “Our La Boulangère Vegan range, including delicious plant-based pains au chocolat and croissants, has been developed by our French bakers to deliver on taste, with carefully selected ingredients;



“We pride ourselves on our French baking know-how, with simple and good recipes”

they do not contain palm fat, and are in line with our commitment to support responsible sourcing, holding two vegan certifications, Eve Vegan and the Vegetarian Society.”

La Boulangère Vegan has seen YoY growth in spend (+26.5%) and volume (+27%)<sup>1</sup>, and the company will be expanding its delicious morning goods range in May 2023, so watch this space.



Start your day  
 with delight  
 and a little  
 je ne sais quoi

*Bon Appétit!*



Contact us on [bonjour@norac-foods.co.uk](mailto:bonjour@norac-foods.co.uk)



@laboulangerevegan



@laboulangerevegan

Mondelēz International

# Get set with on-the-go options

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**Green & Black's**  
**Trebor**  
**Maynards Bassetts**  
**Halls**  
**belVita**  
**Cadbury Biscuits**  
**Mikado**  
**Toblerone**  
**OREO**  
**Ritz**  
**Barry**

belVita and Cadbury Brunch offer shoppers delicious on-the-go options for busy mornings and beyond. “With a trademark recipe of five wholegrains available in 16 flavours and seven textures, belVita is the UK’s No.1 healthier\* biscuit brand,” says Mondelez International trade communications manager Susan Nash. “Cadbury Brunch, meanwhile, offers consumers permissible indulgence with the nation’s favourite chocolate<sup>2</sup>, and is perfect for shoppers looking for something a little bit special from their on-the-go snack.”

**Convenience**

Shoppers returning to busy, on-the-go routines are looking for quick and easy snacks, comments Nash. “belVita and Cadbury Brunch bars and biscuits are available in convenient multipack formats, which allow shoppers to stock up ahead of time to have them readily accessible on busy days. Additionally, belVita is the only biscuit range on the market that has a proven slow-release of energy<sup>3</sup>, keeping consumers going over several hours, as their carefully crafted composition and gentle baking process preserves the quality of the nutrients.”

**Taste**

belVita has the highest scores in taste credentials within its category<sup>4</sup>. “With its range of flavours and textures, there’s a belVita biscuit or bar for everyone,” says Nash. “Cadbury Brunch Bars feature delicious honey-drizzled oat and bran flakes combined with Cadbury chocolate, and the range includes Raisin, Peanut, and Chocolate



Source

\*As defined by Nielsen  
<sup>1</sup> Nielsen, data to 18.02.23  
<sup>2</sup> Nielsen, FY, 2021  
<sup>3</sup> belVita Breakfast Biscuits have a high content of slow digestible starch, which slow-release carbohydrates. Consumption of foods high in slow digestible starch raise blood glucose concentration less after a meal compared to foods low in slowly digestible starch.  
<sup>4</sup> Metrix Lab Brand Equity Deep Dive, 2022



“Shoppers returning to busy on-the-go routines are looking for quick and easy snacks. belVita and Cadbury Brunch bars and biscuits are available in convenient multipack formats, which allow shoppers to stock up ahead of time”

Chip options. Both brands have rolled out additions to extend choice even further for shoppers.

“Last month, belVita launched Baked Bar Dark Chocolate & Orange which combines functional benefits with delicious fruity and chocolatey flavours. Meanwhile, new to the Brunch brand is Cadbury Brunch Nuts, which has 40% fruit and nut ingredients.”

**Non-HFSS**

“It’s our mission to provide the right snack, for the right moment,” explains Nash. “That’s why we’re proud to offer a strong range of non-HFSS options across our ranges, which afford retailers and consumers more choice when it comes to our snacks. Last summer, belVita expanded its non-HFSS range with three new additions; belVita Soft Filled Strawberry biscuits were joined by belVita Fruit Crunch – in Raisin & Currant and Apple & Pear flavours – and belVita Soft Bakes Filled Apricot.”

# belVita

POSITIVE ENERGY STARTS HERE



## #1 HEALTHIER BISCUIT BRAND\*

GROWING +10%\*\*

## ENERGISE YOUR BREAKFAST SALES

\*Nielsen, value sales, total coverage, YTD, 4.6.22. Healthier biscuits category, Healthier as defined by Nielsen

\*\*Nielsen, total coverage exc discounters, value sales, w.e. 17.12.22

**New York Bakery Co.**

# Delivering permissible treats

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**KEY PRODUCTS**

**New York Bakery Co.**  
– Bagels  
– Bagel Thins  
– Gluten Free Bagels  
– Deli Bagels

 In recent years, in-home breakfasts have become an increasingly important aspect of everyday family life, with consumers constantly seeking ways to bring excitement to their daily routine, says Christina Honigfort, head of marketing at New York Bakery Co. “Breakfast can be a moment for families to spend quality time together – whether that’s a quick and convenient option or a longer sit-down occasion,” she says. “As hybrid working becomes the norm, the demand for tasty, versatile products, such as bagels, remains high.”

As families continue to make tough decisions on where money is spent during the cost-of-living crisis, purchasing habits are shifting towards a “treat mentality”<sup>1</sup>, notes Honigfort. “Purchasing a tasty, yet filling, breakfast is one way for consumers to have a treat that sets them up for the day ahead.

“Bagels are predominantly bought for their great taste, but also for their practicality<sup>2</sup>. They are ideally suited to deliver on demands for permissible treating, as well as convenience at breakfast time. This is evidenced by the share of consumption of bagels at breakfast vs other occasions increasing by 3.5 percentage points over the last two years<sup>3</sup>. Bagels allow retailers to meet these influential consumer needs.”

New York Bakery Co. is the UK’s bagel category leader, holding a 50% value share<sup>4</sup> and delivering over £81.6m RSV annually<sup>5</sup>, reveals Honigfort. “In addition, the brand boasts a strong morning presence, with a 54.6% share of all consumption moments being at breakfast time<sup>6</sup>,” she says.

The New York Bakery Co. portfolio – including The Original, Cinnamon & Raisin, Sesame, Wholemeal and Red Onion & Chive – provides bagels that are authentically boiled and baked, ensuring a deliciously dense, chewy, tasty, and generous experience, she explains. “This helps meet consumer demand for practical, filling and delicious weekday family breakfasts, either treating themselves with a schmear of their favourite topping, such as cream cheese and salmon, or keeping it quick and convenient with butter.”



“**Bagels are ideally suited to deliver on demands for permissible treating as well as convenience at breakfast time**”



**What’s next for New York Bakery Co.?**

Starting this April, the UK’s No.1 bagel brand will be reigniting its successful ‘New York or Nothin’ brand positioning with a bold new multi-channel campaign: ‘The Toast of New York’. The cinematic campaign celebrates bagels as the superior breakfast by bringing back the brand’s much-loved New Yorker, George, who will feature in a new hero video that sees him land in the UK. Here, he marvels in true New York fashion at the fact that not all Brits eat bagels for breakfast; they eat toast. A playful protest from this one-of-a-kind character encourages Brits to ‘ditch the toast for breakfast, eat a bagel, it’s the Toast of New York’.

Parallel to the hero video, a marketing push will include a major OOH takeover at London Waterloo as well as a national OOH campaign, reaching a total of 10m consumers. Also, a new media partnership with Heart Radio will cement the brand within the breakfast occasion and NYBCo. will communicate via PR, social media and a larger influencer campaign than ever before. “Finally, a new on-pack promotion will offer shoppers the chance of winning one of three family trips to New York at Christmas,” reveals Honigfort. All channels will reinforce to UK consumers – in particular families – that New York Bakery Co. makes the best bagels for the perfect weekday breakfast.”

**Source**  
<sup>1</sup> Kantar, Usage Panel, Total Breakfast, % share of servings chosen for Treat, 52 w/e July 2022  
<sup>2+3</sup> Kantar Worldpanel, Usage, Total Bagels, 52 w/e 27.11.22  
<sup>4</sup> IRI Major Multiples, 52 w/e 28.01.23  
<sup>5</sup> IRI, Major Mults exc Discounters, 52 w/e 28.01.23  
<sup>6</sup> Kantar Worldpanel, Usage, New York Bakery Company, 52 w/e 27.11.22



IF IT AIN'T  
NEW  
YORK  
IT AIN'T A  
BAGEL



NEW YORK OR NOTHIN'

**Rowse Honey**

# Tasty squeeze to protect bees

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Rowse Honey

 In a very competitive arena, Rowse continues to be the No.1 honey brand delivering value and volume growth in a spreads market that is relatively static in volume<sup>1</sup>. This clearly demonstrates that Rowse is meeting consumers' needs at breakfast and brunch – the number one eating occasion for honey, with almost three out of four consumption occasions happening at breakfast<sup>2</sup>.

“In previous times of economic crisis, breakfast has become a more important meal occasion,” says Rowse marketing manager Clare Allman. “Adding a squeeze of Rowse honey to porridge or toast provides consumers with a nutritious start to the day and is great value for money.

“We provide a range of pack sizes to offer choice for shoppers depending on their budget. Our core range of three varieties of honey ensures we can also meet a wide range of consumer tastes.”

All of the key breakfast needs have grown in importance against 2020, says Allman. Notably, consumers are becoming more healthy at breakfast which marries well with Rowse as honey over indexes<sup>3</sup> and meets the two sub-needs of healthy benefits and being more natural, she adds. “Whether at home or on-the-go, there is a continued rise in eating a balanced breakfast and a clear preference for avoiding processed sugary foods without compromising on taste,” she says.

**Protecting bees and beekeepers**

Alongside its exciting range of tasty honey, Rowse is creating some industry-leading innovation – ensuring that it plays its part in protecting bees and beekeepers through the Rowse Hives for Lives program, as



**“ Adding a squeeze of Rowse honey to porridge or toast provides consumers with a nutritious start to the day and is great value for money”**

well as reducing its impact on the environment, explains Allman.

“Our upcoming launch of Rowse Papersnap – a single-serve 100% recyclable sachet – is designed to capitalise on the returning OOH breakfast trend,” she says. “This launch supports the macro trend of sustainability, which remains high on the consumer agenda with plastic waste still the biggest issue for GB consumers. Rowse Papersnap will be available in Pret stores soon.”

Recent consumer research at Rowse has highlighted the need for a range of honeys at the breakfast table to cater to more indulgent weekend moments, as well as the ‘hectic’ nature of a weekday breakfast, she says. “This, alongside consumers’ desire for local as part of the overall sustainability trend, has led to the development of the Rowse ‘locals’ range’ – three British honeys from Oxfordshire, Yorkshire and Scotland and each with a different texture (from creamy to runny) and flavour defined by the local forage,” she says.

“As a natural product, honey is set up for success at breakfast and brunch; merchandising honey alongside key host foods will drive consumption,” concludes Allman. “Our range is versatile for any breakfast occasion – from partnering with porridge to slow indulgent moments with toast or pancakes, as well as the healthier options of fruit, yogurt & smoothies.”



**Source**  
<sup>1</sup> Nielsen, Volume and value, 12 w/e 25.02.23  
<sup>2</sup> Kantar usage, May 2022  
<sup>3</sup> Kantar SON, 24 w/e 20.02.22



## Rowse. the UK's No.1 honey brand

### We're the tastiest squeeze

Customers agree that Rowse tastes better than other honey brands\*.

### We protect the bees

Our Hives for Lives initiative preserves and nurtures our buzzy, fuzzy friends.

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### And we're the best

Add all that up, plus our Great Taste Awards, and the best is what you get.



## Stock the UK's leading honey brand

\*Kantar, 22.12.22

\*\*Nielsen, Total Coverage inc. Discounters £ Sales, 52 w/e 25.2.23



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## STOCK THE BEST. STOCK BUCKWUD

\*Nielsen, Total Coverage inc. Discounters £ Sales, 52 w/e 25.2.23



**St Pierre Groupe**

# Bringing new life to bakery

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**KEY PRODUCTS**

- St Pierre Brioche Buns
- St Pierre Seeded Brioche Burger Buns
- St Pierre Sliced Brioche Loaf
- St Pierre Vegan Croissants
- St Pierre Vegan Pain au Chocolat
- St Pierre Brioche Vanilla Tear & Share

St Pierre is the fastest growing brand in morning goods, with 136% growth in the sector<sup>1</sup>, reveals the company. Overall, the brand is up 87%<sup>2</sup> and has increased distribution across its core ranges with the UK's major multiples, it says. A commitment to research and development also delivered a steady stream of NPD in 2022, with the brand launching five new products into UK retail – three of which are specifically aimed at the growing morning goods market.

St Pierre's Soft Brioche Bagel hit Tesco shelves in September last year. The product is now the brand's sixth best-selling morning goods product<sup>3</sup>. This was quickly followed by another first for the brand – a vegan morning goods range. The brand reformulated its individually wrapped multipack range of Pains au Chocolat and Croissants as part of its commitment to continual product improvement. This resulted in vegan-approved products, appealing to consumers seeking vegan alternatives. Asda launched both SKUs in September last year.

**Quality products that cater to trends**

Rachel Wells, UK sales director at St Pierre Groupe, comments: "The end of last year really pushed St Pierre to the fore in the morning goods sector as we were able to launch quality products that catered to emerging consumer trends. Our product quality sets us apart in a competitive landscape and we consistently deliver products that meet shopper needs. Last summer, morning goods were driving growth in an otherwise fairly static market – and the catalyst was sweet treats which added £60m to the morning goods sector between July '21 and July '22<sup>4</sup>."

Sainsbury's also capitalised on the



**“Our product quality sets us apart in a competitive landscape, and we consistently deliver products that meet shopper needs”**

consumer appetite for sweeter morning goods, by launching St Pierre Brioche Swirls and Chocolate Chip Brioche Swirls to offer an upgrade in the morning snack market, notes Wells.

“St Pierre offers fantastic quality products,” she says. “Our range is now available in four of the UK's biggest multiples and we're working with retailers to understand how we can maximise the in-store brand experience for shoppers, introducing Eiffel Tower displays and branded bays to create theatre and drive sales.”

**Brand performance**

St Pierre's Sliced Brioche Loaf is the best-selling product in its morning goods range, delivering growth of 38%<sup>5</sup>. Meanwhile, sales of St Pierre Brioche Tear & Share have more than doubled in the last year, growing by 121%<sup>6</sup> thanks to distribution through Morrisons and Asda.

Wells adds: “Last year was challenging for consumers and, as the cost-of-living crisis continues, 2023 will be too. But this is where ‘affordable luxury’ wins out. St Pierre's proposition is to ‘make everyday magnifique’ and brioche is a simple way to elevate an everyday meal.”

**Source**  
<sup>1</sup> Nielsen, Total Coverage, L12 weeks to 11.02.23  
<sup>2,3</sup> Nielsen, Value sales, L52 weeks to 11.02.23  
<sup>4</sup> Nielsen, Value Sales to 02.07.22  
<sup>5,6</sup> Nielsen, Value Sales L52 weeks to 11.02.23





— BREAKFAST MADE —

# MAGNIFIQUE

WITH THE UK'S BEST-TASTING BRIOCHE\*



VEGAN

VEGAN



• 75% + YOY brand sales\*\* • Fastest growing brand in morning goods\*\*\*

FIND OUT HOW ST PIERRE CAN HELP YOU: [ENQUIRIES@STPIERREGROUPE.COM](mailto:ENQUIRIES@STPIERREGROUPE.COM)

\*Consumer sensory hall tests Jan 2022, St Pierre vs. UK competitor brands and private label (brioche burger bun & brioche loaf), N=202

\*\*Nielsen Value Sales - L52 Weeks Oct 22nd 2022 \*\*\*Nielsen Value Sales - L12 Weeks Oct 22nd 2022

VLAM

# The potential for potatoes

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KEY PRODUCTS

**Processed potato products**  
 (fresh, chilled, frozen)



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Source

- <sup>1</sup> Délifrance, Breakfast Report 2022
- <sup>2</sup> Mintel, UK Breakfast Eating Habits Market Report 2022
- <sup>3</sup> Hearst, Lockdown Kitchen: Cooking and Eating During Coronavirus
- <sup>4</sup> UK Attitudes Towards Eating, Healthy Market Report 2022
- <sup>5</sup> Mintel, Half of Brits limit their meat intake or don't eat meat – as processed meat sales shrink back, Jan 2022

For many, breakfast is considered the most important meal of the day; it is eaten by 98% of UK consumers, accounting for 19.8 billion occasions annually<sup>1</sup>.

The long-lasting impact of the Covid-19 pandemic and the ongoing trend towards hybrid working have driven a rise in UK consumers cooking breakfast at home, preparing 'slower' items and relying less on products on-the-go. "This has supported a sustained uptick in Belgian potato products suited to breakfast, such as hash browns, as consumers prepare cooked breakfasts at a greater frequency than before the pandemic, but still value convenience, reveals VLAM promotions manager Katrien de Nul. "In fact, 55% of breakfast eaters say 'easy to prepare' is the most important quality when choosing breakfast food items<sup>2</sup>."

Pre-prepared from fresh or frozen, Belgian potato products require minimal cooking time and are very simple to make, so can feature across a range of breakfast meals, whether traditional or experimental, she notes.

**Mixing up the breakfast routine**

Home-cooking and experimentation is a trend that has continued beyond the lockdowns, with over 38% of consumers working from home saying they cook new recipes more frequently than prior to 2020<sup>3</sup>, says de Nul.

"Belgian producers have created a huge range of delicious, quick and convenient potato products that are ideal for breakfast, such as waffles, hash browns and sliced potatoes," she says. "All of these offer a tasty and convenient way for consumers to experiment, benefiting sales in both the convenience and grocery channels."



“Belgian producers have created a huge range of delicious, quick and convenient potato products that are ideal for breakfast – such as waffles, hash browns and sliced potatoes”



**Good for me, good for the planet**

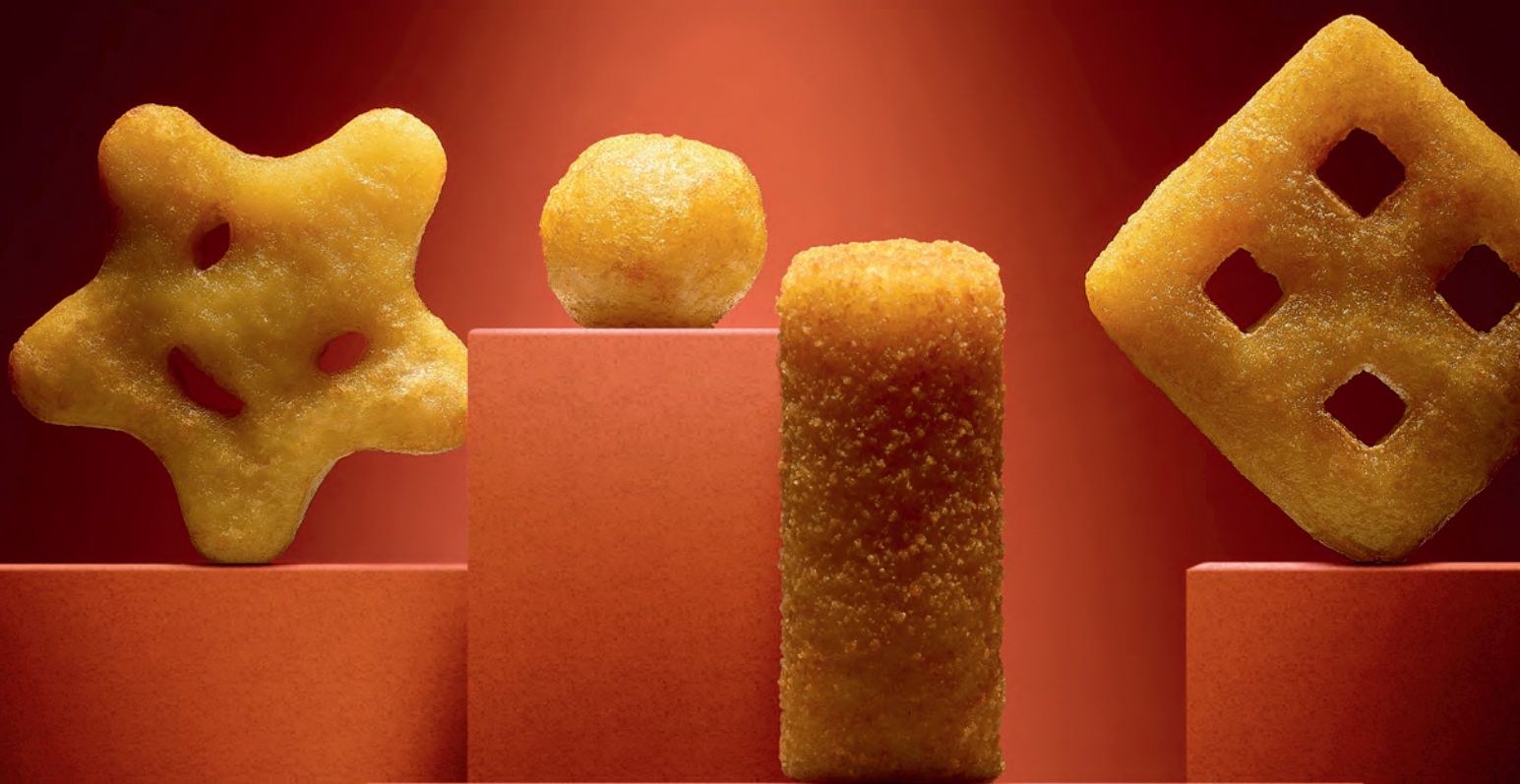
With 67% of UK adults believing a healthy diet is important<sup>4</sup> both for themselves and the planet, reducing meat intake is a primary vector through which consumers are aligning these goals, adds de Nul. "Half of Brits now actively eat less meat<sup>5</sup> and this will no doubt impact the breakfast market as UK consumers increasingly look for tasty, filling and convenient meat-free dishes. As they do so, potato products are likely to become an even more important breakfast item," she says.

**Growing for gold**

Last year, VLAM launched a new two-year marketing campaign to promote Belgian processed potatoes in the UK retail and foodservice sectors. The 'Loved in Britain, Made in Europe' campaign highlights the growth of the potato category and the opportunity for retail and foodservice customers to build their business with a good-quality and innovative frozen, chilled and fresh potato category offer.

The 'Loved in Britain, Made in Europe' campaign will also highlight the investment made by Belgian growers and processors to tackle plastic packaging, reduce carbon footprint and water usage, thus reassuring retailers that these products are sustainable and fully traceable.

# Let your customers discover the art of potatoes.



Belgian Potatoes

Loved in Britain  
**Made in Europe**



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