



Think FOODSERVICE

# BREAKFAST IS MAKING A COMEBACK!

By **2024**, **2 billion non-breakfast foods** will be consumed in the morning – that’s nearly a 6% increase from today.  
(NPD blog ‘Breakfast in Bed – At Night?’)

In the **Top Five** as the most popular food to order for morning delivery - the **Chorizo Burrito**.  
(Grubhub 2020)

**64%** of consumers believe ‘High In Protein’ Constitutes A Healthy Breakfast.

**58%** of consumers drink coffee beverages in the afternoon. And with the higher menu prices these items command it’s a big motivator for manufacturers and operators to innovate around these items.

**26%** of consumers ages 18 -34, strongly agree that they are purchasing breakfast sandwiches outside of the typical breakfast hours more often  
(Technomic ‘state of the Canadian menu report’ 2021)

