



# FOOD *Trend* REPORT

2020

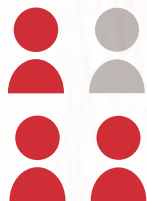
# Breakfast IS BOOMING

## NOT JUST A DAYPART

No longer is breakfast a daypart, it is now a style of cuisine. And more and more restaurants are making options available to consumers all day long. With an opportunity to incorporate more ethnic diversity and creative formats across menus, it's kind of a no-brainer.



51% OF MILLENNIALS  
AND 43% OF GEN Z  
WANT TO SEE MORE  
ETHNIC ITEMS AND  
FLAVORS OFFERED AT  
BREAKFAST.



75% OF ADULTS  
WANT ALL-DAY  
BREAKFAST.



BREAKFAST IS THE  
ONLY DAYPART THAT  
SHOWED GROWTH  
FROM 2017-2019.



CONSUMERS ARE  
EATING BREAKFAST  
OUT 5 X MORE  
THAN THEY DID 10  
YEARS AGO.

Sources available upon request.



## PIZZA *Trends*

Preference for quick-service pizza ordered online has spiked at the expense of sit-down pizza.

Increase pizza menu frequency with innovation like pizza minis and breakfast pizza.

Nearly 50% of consumers are seeking “authentic” pizza experiences (like Neapolitan/Sicilian etc.)

80% of consumers show high interest in premium ingredients and premium pizza experiences.

### TRENDING PIZZA TOPPINGS:

Chili Peppers • Ricotta • Pickles  
Corn • Honey



## INDUSTRY *Trends*

### PLANT-BASED IS MAINSTREAMING WITH CONSUMERS

The plant-based category going to be incorporated more broadly into consumers vocabulary. It won't just be plant-based burgers, but new and exciting options — like tacos, meatless balls, and soups. Also be on the lookout for plant-based substitutes for items like cheese, eggs and seafood to be growing in popularity.

### FLAVORS GOING NICHE

We know that consumers want flavors, but for 2020 they want more complex spice profiles and memorable food experiences. There will be a spiked interest in African, Filipino, Balkan and Basque cuisines with Piri Piri and Gochujang spices going mainstream. And the more unusual flavors like mooring and tamarind are making their way into the foodservice world.

### THE RACE TO PREMIUM

The consumer demand for premium foods is driving foodservice, as purchases in “premium” ingredients has increased 71%. Consumers are willing to pay more for these ingredients, in turn increasing operator margin. The Millennial generation is driving the interest in premium as they search for differentiated food experiences, paving the way for cleaner ingredient profiles, niche flavors and creative food formats.

### NON-RESTAURANT RESTAURANTS

Different categories are attempting to provide consumers with unique eating experiences. Retailers like Crate & Barrel, Restoration Hardware and Lululemon are all experimenting with café/bistro retail options. Movie theaters are also increasing the addition of food and beverage venues onsite, including full bars and innovative pizza menus. Adding to this craze is the prevalence of pop-up restaurants, mobile cafes and the rise in “premium” food trucks.

