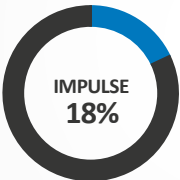
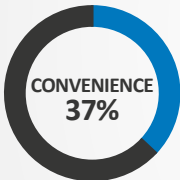


# It's Breakfast Time in Europe

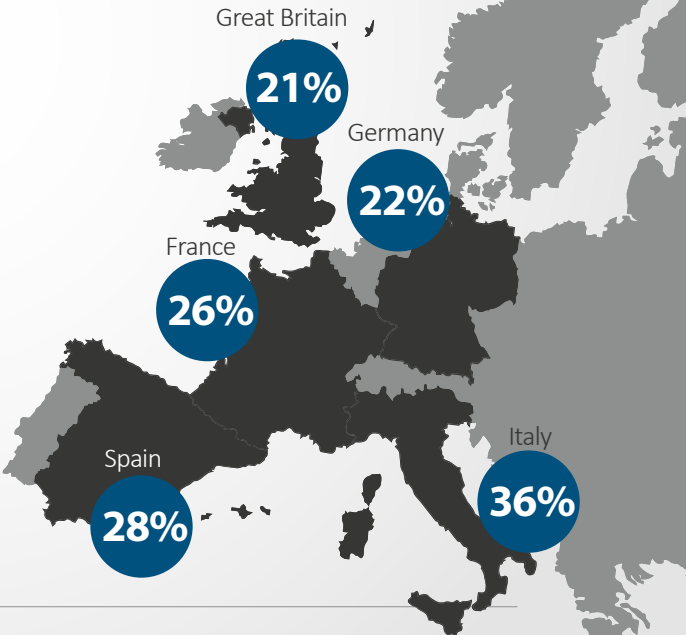
Over the last decade, whether the restaurant industry had good or not-so-good years, there was one consistent pocket of growth in each of the European countries NPD tracks: breakfast. The demand for breakfast and morning snacks purchased away from home has grown by an impressive 2 percentage points, from 25% to 27% of all visits during the day. However, the importance of this occasion varies strongly by country. **Here is a look at Europe's Big 5.**

The importance of breakfast varies widely across our markets.

### Most morning visits are motivated by:



### Breakfast/AM snack percentage of visits



Most consumers take away breakfast in France, Germany, and Great Britain. In Italy and Spain, it is mostly consumed on premise.



### Share of morning take-away visits



### Top breakfast foods by country



How can you benefit from breakfast growth? CREST®, our flagship information service for the foodservice industry, provides the in-depth information you need to fully understand and quickly respond to the latest foodservice market shifts. Find out what else it can tell you about what's happening in foodservice.

Source: The NPD Group/CREST®, 2019, Total Market

Get more insights like this. Contact your NPD account representative or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

