

BREAKFAST MOMENT INSIGHTS DELIVER BUSINESS BENEFITS

Our qualitative and quantitative research gives Belgian retailers and manufacturers compelling insights into what happens at the breakfast table each morning.

The client

A number of manufacturers and retailers operating in the Belgian food and beverage markets.

Situation

Several of our clients in Belgium – retailers and manufacturers alike – indicated to our team that they wanted to know more about the breakfast routine in the average Belgian household. We initiated a project to investigate this topic for their benefit and invited them to subscribe to the data.

Approach

Our study encompassed qualitative and quantitative research:

Online community

We conducted a qualitative exploration of the breakfast moment with an online community that we recruited and which comprised a representative mix of age groups and family types. By leveraging this online community, we gathered rich information over a period of time through structured waves of qualitative discussions.

Our respondents uploaded pictures of their breakfast sessions. Together with their comments, this helped us to better understand:

- what happens at the breakfast table
- what various family members like to eat for breakfast
- consumers' drivers and barriers when buying breakfast products

- the role of different products at breakfast time

Quantitative study

Additionally, we interviewed a representative sample of our household panel about their family's breakfast that day and the day before. This allowed us to collect data from our respondents while their memories were still fresh, giving our data a level of precision that our clients gained value from.

By spreading interviews equally over the week, we got a representative, quantitative view of the breakfast moment every day, from Monday through to Sunday. Where relevant, we linked respondents' answers back to point of sale purchase data.

We asked them:

- whether they and other family members had breakfast
- what they ate and drank
- whether they ate alone or with others
- where they ate
- what their opinions and perceptions were of certain breakfast products
- what the drivers and barriers were for choosing certain products for breakfast

Outcome

Some of the results confirmed our clients' intuitions about their customers' breakfast behaviors and preferences, validating their assumptions with numbers. Other insights from the research were new and surprising to them.



Some interesting discoveries from the research included:

- Nine out of ten Belgian consumers eat breakfast every day.
- Dutch-speaking respondents have breakfast more often than their French-speaking counterparts.
- Most Belgians eat breakfast at home – although young adults are more open to eating out.
- A third of the bread is bought at the supermarket.
- Time, or rather a lack of it, has a major influence on breakfast behavior.
- Coffee is the most popular breakfast beverage, but around half of respondents also drink water at breakfast at least once a week.
- Marmalade is the most popular spread and consumers consider it an ideal topping for bread.

Overall our clients found that the information derived from the research provided a wide range of insights to support their business requirements – from customer-need identification to product development.

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