



INDUSTRY TRENDS REPORT 2024-25

BREAKFAST

Over-Arching Themes:

- Drive Through Remains Strong But Declines Slightly
- Sit Down Restaurant Breakfast is More of a Special Occasion
- Breakfast At/From Home Is On The Rise
- Brunch Over Lunch Gains Steam
- Loyalty Programs Are Strong in Breakfast

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Menu Items/Styles:

- Breakfast Sandwiches and Handhelds Are Still Tops
- Dip-able and Dunk-able Sandwiches
- Asian Flavors Enter Breakfast
- Cereals Decline, but Smoothies Rise
- Spicy Isn't Just For Lunch and Dinner Anymore
- Waffles Take New Shape
- French Toast Mash-Ups and New Forms
- Coffee Is Still Strong, but Tea and Smoothies Are Climbing
- NA Cocktails and Spritzers
- Yuzu and "New" Citrus Flavors
- Florals and Botanicals
- Ginger In Sweet and Savory
- Kimchi and Fermented Items and Flavors
- Charred, Spicy, Hot and Hotter Items
- Truffle and Mushrooms
- Aiolis of All Kinds
- Buckwheat
- Herbal Forward Flavors
- Chili Crunch and Chiu Chow Chili
- Modernized Hollandaise With New Flavors Added

Sauces, Seasonings, and Flavors:

- Smoked, Polish, Chorizo, and Other Non-Traditional Breakfast Sausages
- Wonuts (Waffle Doughnuts)
- French Toast In Bakes and As Muffins
- Honey and Honey Sauces, Including Hot Honeys
- White Chocolate
- Tropical Flavors
- Chamoy and Mexican Chili Citrus
- Chilaquiles