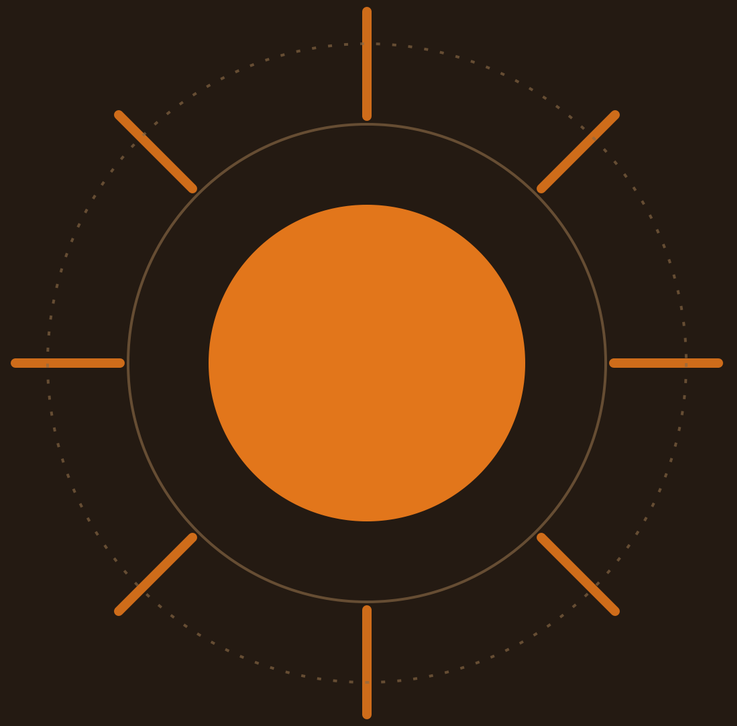
SUNNY FIELDS FOODS · MARKET RESEARCH

Breakfast is being skipped, not refused.

What 1,000 people aged 20–39 told us about mornings, minutes and the things they eat instead.



PREPARED FOR
Product Planning Meeting

FIELDWORK
October 2026 · n=1,000

PRESENTED
16 November 2026

WHAT WE WILL COVER

Five findings, then one product decision.

01

How the survey was run

Sample, method, what we can and cannot claim

02

Who eats, who skips, and why

Frequency of breakfast and the reasons behind skipping

03

The five-minute morning

How long breakfast actually takes

04

What they reach for instead

Quick-nutrition repertoire, and how it splits by age

05

Purchase drivers and price

What matters at the shelf and what they will pay

06

The proposal

A one-hand breakfast bar for workers in their 30s

One thousand people aged 20–39, surveyed online in October 2026.

METHOD

Online

Self-completion questionnaire; some questions allowed multiple answers.

FIELDWORK

Oct 2026

A single wave. No earlier wave to compare against yet.

COVERAGE

Nationwide

Ages 20–39 only. Findings do not extend to other age groups.

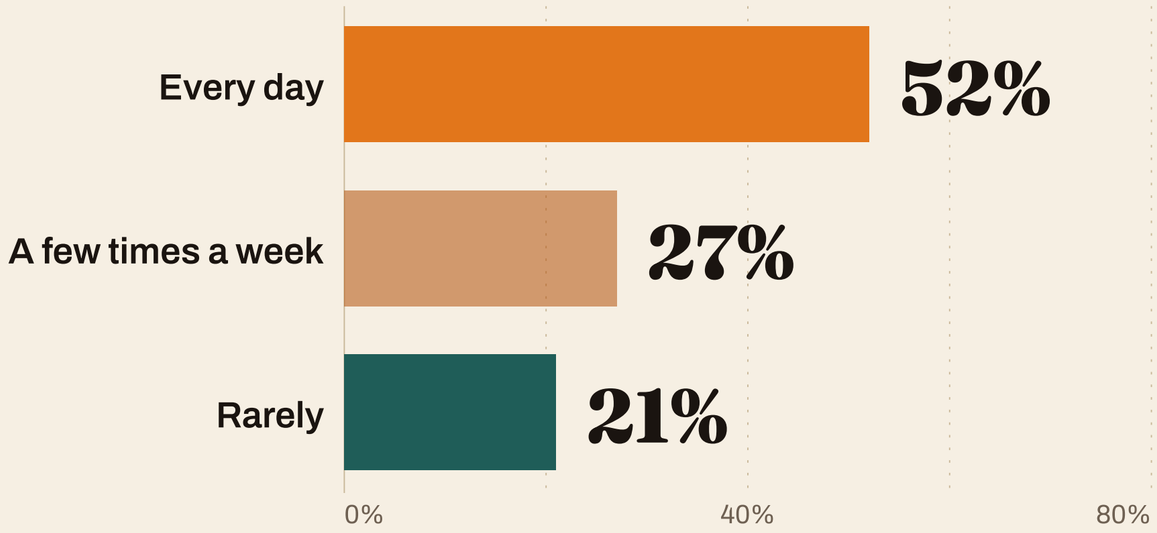
SAMPLE COMPOSITION — 1,000 RESPONDENTS



An even gender split by design, so male and female halves can be read against each other without weighting.

Online survey, October 2026 · n=1,000, ages 20–39

Only half eat breakfast every day — 48% have an unclaimed morning.



THE ADDRESSABLE GAP

48%

eat breakfast only a few times a week (27%) or rarely (21%). That is roughly 480 of our 1,000 respondents with a morning we are not serving.

Daily eaters are already provided for by the kitchen. The commercial opportunity sits in the other half.

Q: How often do you eat breakfast? · n=1,000 · single answer

The barrier is time, not appetite — 58% say they have none to spare.

58%

No time

A solvable constraint. Nobody is rejecting breakfast — the clock is.

33%

Not hungry

A body-clock barrier. Argues for small format and drinkable texture.

29%

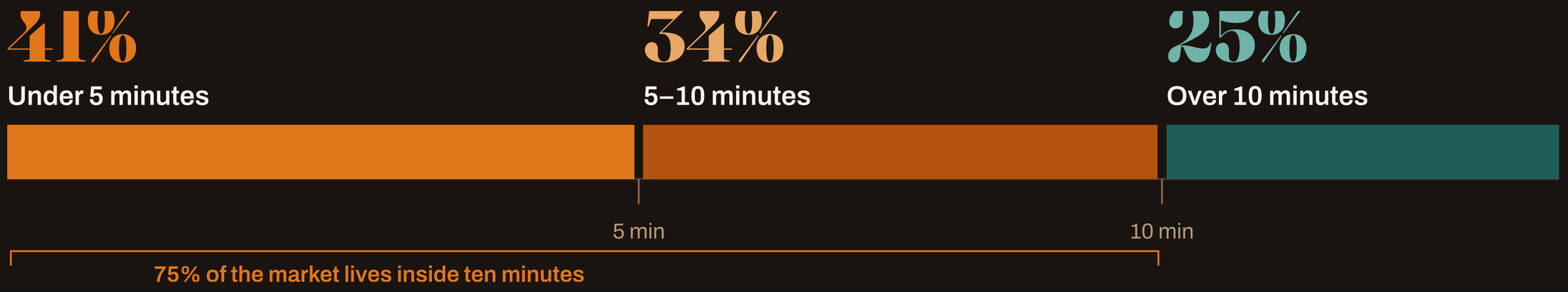
Too much effort

Preparation and washing-up. Rules out anything needing a bowl.

so Two of the three barriers — no time and too much effort — are format problems, not taste problems. Together they define the brief: zero preparation, zero cleanup, one hand.

Q: Why do you skip breakfast? · multiple answers · percentages do not sum to 100

Three quarters finish breakfast in ten minutes or less.



DESIGN CONSEQUENCE

Under five minutes is the single largest bracket, at 41%. Anything that needs heating, a bowl or a sit-down has already lost.

EATING POSITION

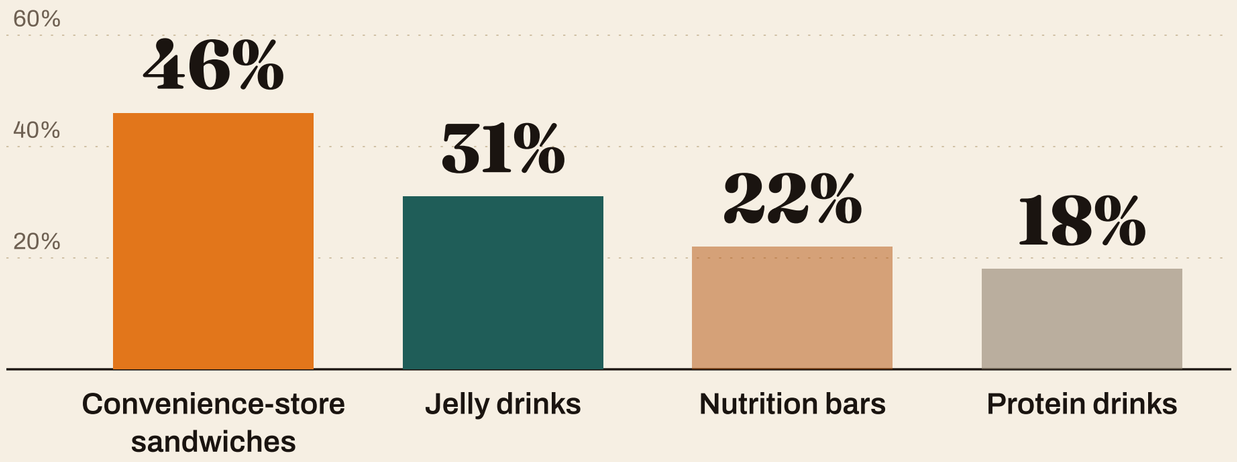
A five-minute breakfast is eaten standing, walking or commuting — so one hand, no crumbs, resealable.

WHO WE ARE NOT CHASING

The 25% who take over ten minutes are cooking. They are a different product, and not this proposal.

Q: How long do you spend on breakfast? · n=1,000 · single answer

The convenience-store sandwich is the incumbent, used by 46%.



HEADROOM

Nutrition bars sit last but one, at 22%. The bar format is the least penetrated of the four — the category is open.

READ IT THIS WAY

The sandwich wins on being food, not on being a nutrition product. It is bought because it is there, filling and familiar.

That is the position to attack: sandwich satisfaction, bar convenience.

Q: Which quick nutrition do you use? · multiple answers · n=1,000

Twenties drink their breakfast; thirties still want something to chew.

PEOPLE IN THEIR 20S



38%

prefer jelly drinks

Drinkable, no chewing, finished while moving. It fits the 33% who say they are not hungry in the morning.

VS

PEOPLE IN THEIR 30S



51%

prefer sandwiches

Over half. They want a real meal they can hold — substance and fullness, bought on the way to work.

TARGET DECISION The thirties cohort is both the larger preference (51%) and the one buying a chewed, filling breakfast. A bar competes there. Against jelly drinks in the twenties, it does not.

Preference by age band · ages 20–29 and 30–39 · n=1,000

Price and taste decide the purchase; protein is the reason to choose us.

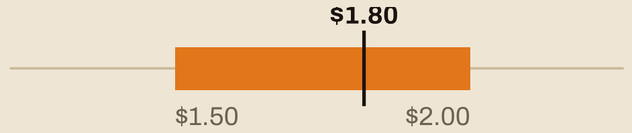
WHAT MATTERS WHEN BUYING	SHARE	ROLE IN THE BRIEF
Price	61%	Hard ceiling
Taste	57%	Entry condition
Protein content	44%	Differentiator
Keeps you full	38%	Supporting claim

Multiple answers; the four figures describe overlapping groups and do not sum to 100%. "Role in the brief" is our interpretation, not a survey result.

MOST ACCEPTABLE PRICE, PER ITEM

$1.50–$2.00

47% chose this band — the most-selected of the price options offered.



Our proposed $1.80 sits in the upper half of the accepted band — room for 15 g of protein without leaving it.

Q: What matters when buying? (multiple) · Q: Most acceptable price (single) · n=1,000

Develop a breakfast bar for working people in their 30s.

WHAT THE SURVEY SHOWED

- **58%** skip because they have no time
- **41%** spend under 5 minutes on breakfast
- **51%** of people in their 30s prefer sandwiches
- **44%** look at protein content; **38%** want to stay full
- **47%** accept $1.50–$2.00 per item

WHAT WE BUILD

The one-hand breakfast bar

<5 min
Eaten in one hand, no bowl, no cleanup

15 g+
Protein per bar, to earn the fullness claim

$1.80
Inside the accepted $1.50–$2.00 band

30s
Working people in their thirties, commuting

The competitor is the convenience-store sandwich, not other bars: match it on substance, beat it on speed and protein.

Proposal derived from the October 2026 survey · n=1,000

IN SUMMARY

Five claims we are ready to defend.

1	Breakfast is being skipped, not refused — 48% do not eat it daily.	52% daily · 27% weekly · 21% rarely
2	The barrier is the clock: 58% have no time, 29% find it too much effort.	Not hungry trails at 33%
3	75% finish breakfast within ten minutes, 41% within five.	Cooking is out of scope
4	Our real competitor is the convenience-store sandwich at 46% — bars are only 22%.	Jelly 31% · protein drinks 18%
5	Price leads purchase at 61%, and 47% accept $1.50–$2.00 per item.	Taste 57% · protein 44% ·

THE ASK **Approve development of a one-hand, under-five-minute breakfast bar with 15 g+ protein at $1.80, aimed at working people in their 30s.**

Online survey, October 2026 · n=1,000, ages 20–39 (500 men, 500 women)

DECISION REQUESTED TODAY

One hand, five minutes, fifteen grams, one eighty.

If the thirties cohort will pay $1.80 for a sandwich on the way to work, they will pay it for something faster that keeps them full until lunch.

NEXT STEP
Approve concept development

EVIDENCE BASE
Online survey, Oct 2026 · n=1,000

OWNER
Sunny Fields Foods · Product Planning

