

The US Breakfast Sandwich Market: Size, Trends & Forecasts (2017-2021)

May 2017



Breakfast Sandwich Market Report

Scope of the Report

The report titled “The US Breakfast Sandwich Market: Size, Trends & Forecasts (2017-2021)”, provides an in-depth analysis of the breakfast sandwich by volume and by segment.

The report provides a regional analysis of the breakfast sandwich market, including the following regions: the US and Canada.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall breakfast sandwich market has also been forecasted for the period 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in the breakfast sandwich market is very fragmented, with several food chains and independent retail outlets experimenting with the concept of breakfast sandwich.

Further, key players of the Breakfast Sandwich market Premium Brand Holdings Inc., Greencore Group Plc and Potbelly Corporation are also profiled with their financial information and respective business strategies.

Country Coverage

The US

Canada

Company Coverage

Premium Brands Holding, Inc.

Greencore Group Plc

Potbelly Corporation

Breakfast Sandwich Market Report

Executive Summary

Breakfast is the first meal of the day which is consumed generally after 7-9 hours of sleep, before heading further for the day. Different countries have different cuisines. The breakfast meal also differs from nation to nation. For instance in some regions across the globe the breakfast is composed of a cold cereal whereas in others the breakfast constitutes of warm meal with variations to it. The breakfast meal is composed of eggs, fruits, sandwiches, wraps, vegetables, etc. There are different types of breakfasts such as American breakfast, Continental breakfast, English Breakfast, etc.

A sandwich is a type of food item that consists of one or more types of food products, such as vegetables, sliced cheese or meat, placed on or between slices of bread. A sandwich is defined as any form of bread with a filling. Traditional wedge sandwiches, as well as filled rolls, baguettes, bloomers, wraps, and bagels are some of the sandwiches available in the market.

Sandwiches are of different types such as French Dip, Egg Salad, The Dagwood, The Caprese among others. The ingredients of sandwich vary as per the individual's taste and preference and the region type.

With changing times and needs, the food requirements are also changing. The meal constituting breakfast, lunch and dinner are also changing. Earlier sandwiches were consumed as snacks to curb the hunger. However, with fast paced lives, the individuals started resorting to fast fashion and fast foods. Foods such as wraps, cookies and sandwiches are increasingly being consumed as breakfast meals because they are portable and less cumbersome.

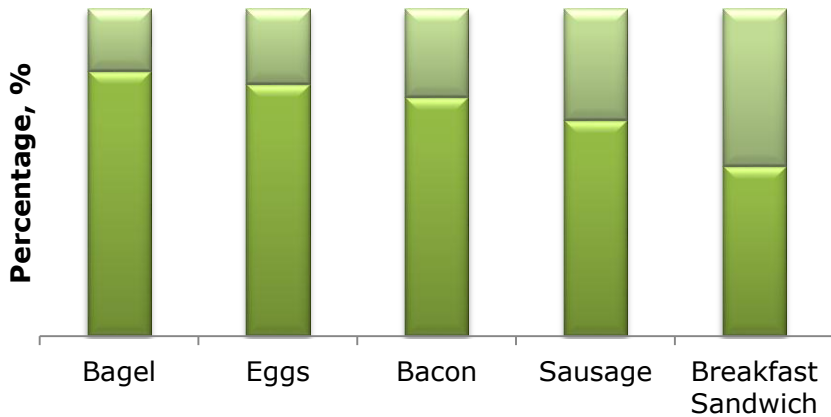
A breakfast sandwich is any sandwich filled with foods associated with the breakfast meal. Breakfast sandwiches can also be made at home. Breakfast sandwiches are typically made using breakfast meats (generally cured meats such as sausages, patty sausages, bacon, country ham, spam and pork roll), breads, eggs and cheese.

The breakfast sandwiches are of two types in-home and away from home.

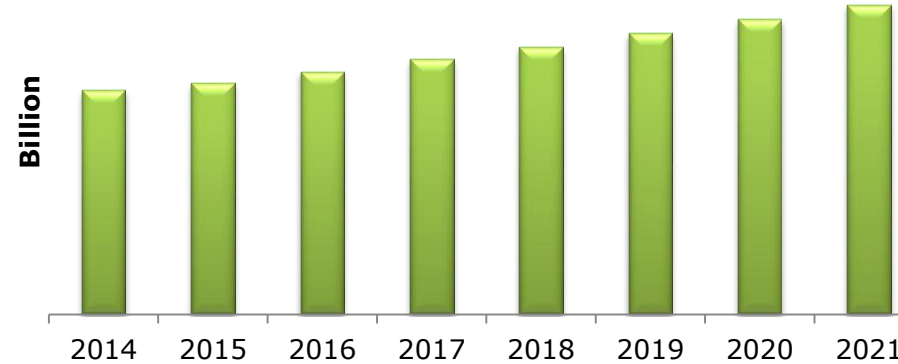
The US Breakfast Sandwich market has increased at a significant CAGR during the years 2011-2016 and projections are made that the market would rise in the next four years i.e. 2017-2021 tremendously. The breakfast sandwich market is expected to increase due to growth in rising millennial population, increasing GDP per-capita, etc. Yet the market faces a challenge such as, volatility in economic cycle.

The US Breakfast Sandwich Market Overview

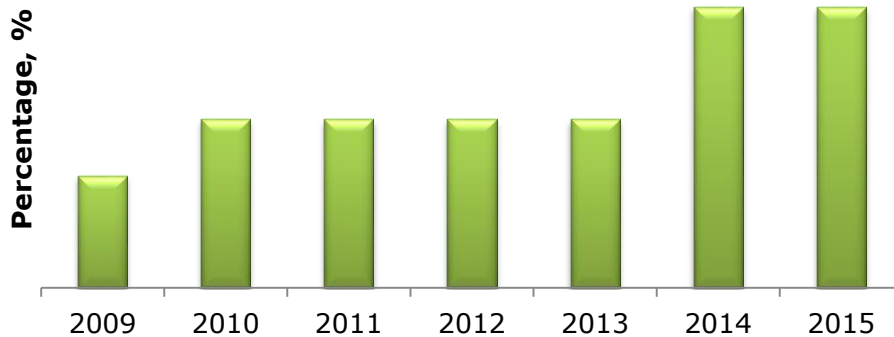
The American Breakfast Market by Segment; 2015 (Percentage, %)



The US Breakfast Sandwich Servings Market; 2014-2021 (Billion)



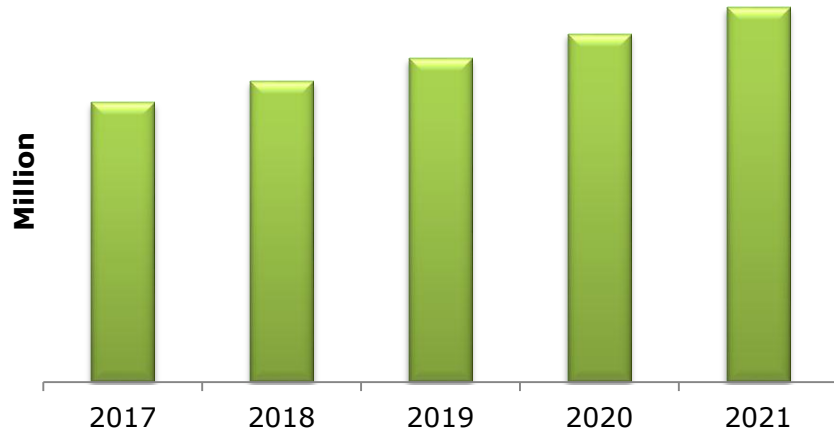
The US Away From Home Breakfast Sandwich Market by Share of Breakfast Sandwich in the Breakfast Meal ; 2009-2015 (Percentage, %)



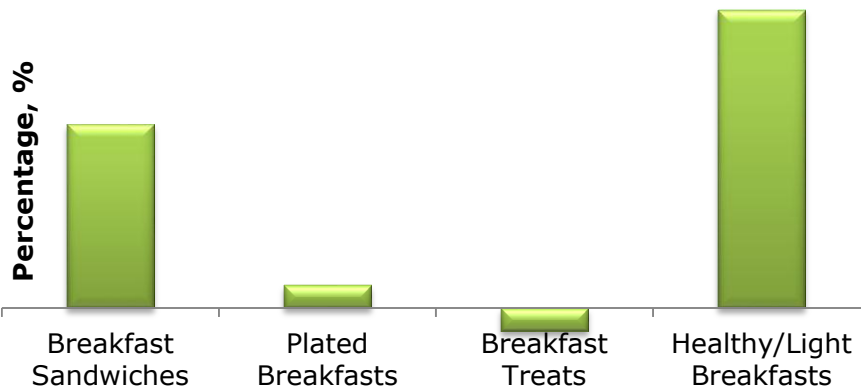
The American breakfast sandwich market could be segregated into ... and ... The US breakfast sandwich serving market is estimated to increase to ...billion by 2021 from ...billion in 2017. The share of the US away from home breakfast sandwich market share in the breakfast meal was ...% in 2015.

Canada Breakfast Sandwich Market Overview

Canada Breakfast Sandwich Market by Volume; 2017-2021 (Million)



Canada Away From Home Breakfast Food Market by Expected Growth; 2022 (Percentage, %)



The Canada breakfast sandwich market by volume is anticipated to rise to ...million by 2021 from ...million in 2017 at a CAGR of ...% over the years 2017 to 2021. The growth rate of breakfast sandwiches in Canada away from home breakfast food market is expected to b ...% by 2022.

Breakfast Sandwich Market Players: A Financial Comparison

Table : Breakfast Sandwich Market Players: A Financial Comparison

Company Name	Revenue (2016)	Market Capitalization (2017)	Headquarters
Premium Brand Holdings Inc.	US\$XX Million	US\$XX Billion	XX
Greencore Group Plc	US\$XX Billion	US\$XX Billion	XX
Potbelly Corporation	US\$XX Million	US\$XX Million	XX