

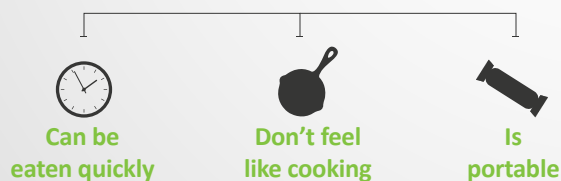
What Happens to Breakfast When Millennials Have Kids?

Generational and situational shifts affect eating patterns for people of all ages. Right now we're seeing it among U.S. marketers' coveted Millennials — they're having kids, and it's changing the how, what, and why behind their consumption choices. In fact, when kids enter the home, even Millennial adults succumb to lifestyle changes, just not to the degree past generations did. **See what we're seeing.**

What they're choosing for breakfast:



Millennials **with kids** are more likely to choose breakfast foods based on convenience compared to their counterparts without kids.



Millennials **without kids** are more likely than their counterparts with kids to choose breakfast foods for these satiating reasons:



Millennials **with and without children** share the same top three breakfast motivations:

- 1 It was quick and easy to make
- 2 I regularly eat it
- 3 It's my favorite

In order to grow and be successful, food companies need to fully understand the motivations and need states that drive consumers' consumption choices. National Eating Trends® Need States and our new report, **Consumption Drivers: How Needs Shape Choices**, deliver deep data and expert insights to help you see what motivates consumption decisions for consumers at every life stage.

Source: The NPD Group / National Eating Trends® (NET®) Need States and Consumption Drivers: How Needs Shape Choices, 2016.

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

