

Here are key breakfast highlights from MLA's Consumer Protein Landscape (CPL) research

The Consumer Protein Landscape (CPL) helps red meat brand owners explore and maximise opportunities through an understanding of the different needs and motivations that drives consumers to choose and eat meat at each given occasion.

By understanding the drivers of choice and consumers' relationship with red meat, underpinned with their needs and motivations, this provides the opportunity for differentiation and expansion of red meat solutions into other occasions, including breakfast, snacks and beyond.

25% of all meals are breakfast

People are eating breakfast whilst:

37% preparing for the day

19% sitting at the table

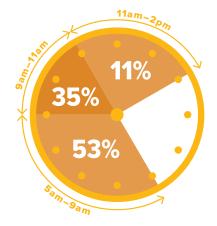
17% watching TV

working
(this increases to 11%
among 20–39 year olds)

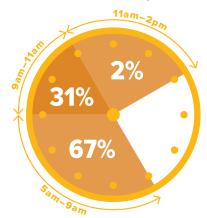
Almost a third of 15–19 year olds eat breakfast while watching TV A third of over 60 year olds eat breakfast while sitting at the table

54% of breakfasts for women 30–39 years old with children occur while preparing for the day or getting children and family ready

Breakfast is flexible for **15–19 year olds 11%** eat breakfast between **11am–2pm**



Majority of breakfasts are eaten by **9am 98%** are eaten by **11am**



For more information on MLA's Consumer Protein Landscape research visit mla.com.au/cpl

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