

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

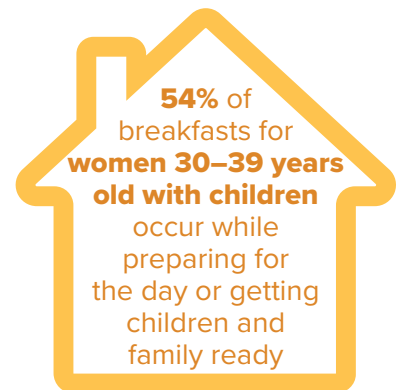
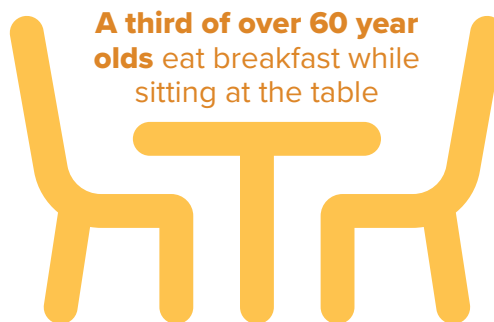
People are eating breakfast whilst:

37%
preparing for the day

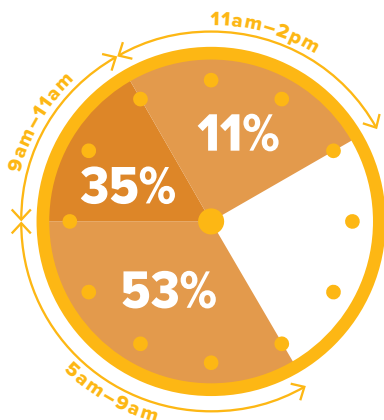
19%
sitting at the table

17%
watching TV

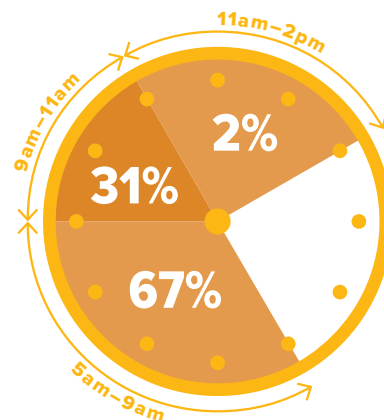
8%
working
(this increases to 11% among 20–39 year olds)



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