



ZOU SAN, TOO BUSY FOR BREAKFAST?

Ipsos Hong Kong
Thought Piece
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According to the latest Ipsos global survey among consumers in 26 countries, foods from a wide variety of regions or cultures are now favoured at home – including artisanal or retro food and foreign brands, among others.

Hong Kong has a diverse culture and an East-meets-West character. Its hustle and bustle lifestyle is probably one of Hong Kong's claims to fame aside skyscrapers and shopping paradise.

DISPELLING THE BREAKFAST SKIPPING MYTH

Leading such a busy lifestyle, some could think that Hong Kong people would skip breakfast or have it on-the-go in order to save time – this is because to the Hong Kong people, time is money. Having analyzed the breakfast habits of 1,000 individuals aged 15-64, Ipsos Hong Kong revealed that in fact, less than 5% of the Hong Kong population skip breakfast and that 60% regularly have breakfast at home.

Looking at this percentage, it looks almost as if no matter how busy the population seems or how little time they have, most still start their day with a breakfast. This is a 'healthy' finding as breakfast is in fact the most important meal of the day and is one of the secrets to staying healthy, substantiated by doctors and dietitians.

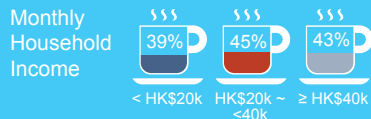
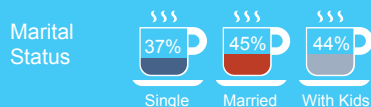
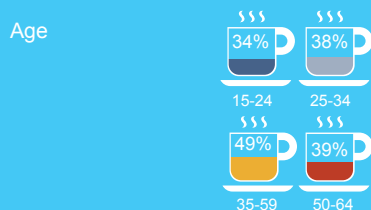
MORE THAN FILLING UP THE STOMACH

We all know that metabolically, the human body cannot function properly without food. Interestingly, there is more to breakfast than just filling an empty stomach.

Looking at the Maslow's hierarchy of needs, breakfast in Hong Kong definitely has other roles than just fulfilling our basic needs:

- **Physiological needs:** 34% have breakfast to provide energy for the day and 25% have it to satisfy hunger
- **Safety needs:** 24% have breakfast for health and well-being
- **Belongingness:** 9% turn breakfast into me/family time
- **Esteem:** 6% are conscious of their body shape and use breakfast as a mean to control their daily calorie intake

COFFEE DRINKERS



WHAT WOULD YOU LIKE TO HAVE TODAY?

With its variety of food of all kinds and at all prices, Hong Kong has earned itself a worldwide reputation as a gourmet paradise.

Breakfast in Hong Kong comes in all sorts of forms: traditional Cantonese or Chinese, Western, cold, hot, cooked, raw, home-made, microwaved, grab-n-go and much more. One can also buy their breakfast from roadside stalls, bakeries, convenience stores, fast food chains, supermarkets and restaurants.

Key breakfast choices in Hong Kong:

Food

- Pastries: 84%
- Eggs: 75%
- Congee/ Noodles/ Vermicelli/ Macaroni: 74%
- Hot cereal: 52%
- Meat - ham, bacon, sausage: 51%

Beverages

- Tea (including milk, fruit and herbal tea): 56%
- Milk: 53%
- Soy milk: 48%
- Coffee: 42%
- Cereal drink: 34%

There are many possibilities with eggs when it comes to breakfast. The list is endless. Amongst the top breakfast choices, egg is an interesting one as the Ipsos Hong Kong survey reveals that men are bigger egg-lovers than women!

It is also interesting to see how one's breakfast habits change as they grow older. Take hot cereal as an example, there is a clear relationship between age and consumption incidence:

The percentage of those aged 50-64 consuming hot cereal for breakfast is 1.7 times that of the younger generation (aged 15-24)! The greatness of hot cereal is not to be denied and much appreciated by the older clan. As one becomes older, a lower cholesterol diet is preferred for health and well-being, making hot cereal the ideal choice over others.

SANPSHOT OF THE 15-24S BREAKFAST

Cold
Cereal
49%



Dim
Sum
49%



Milk
64%



Isotonic/
Energy
Drink
22%



64%

of 50 - 64 year olds
have hot cereal for
breakfast

YOU ARE WHAT YOU EAT

In the past, milk may not have been a popular food item in Asia, however, 64% of the younger segment (15-24s) now regularly drink milk in the morning (and 29% have yoghurt drinks) – the highest rate among all age groups. They are also the most likely to eat cold cereals or even dim sum (both 49%). Isotonic and energy drinks, which have become a trend in the West over the last decade, are also most popular with

this group, with 22% drinking it regularly for breakfast. By contrast, the more 'traditional' drinks such as tea (48%) and coffee (34%) are less popular with them, although still at a reasonably high level.

The next group (25-34s), sees small changes in their breakfast habits; a bit less milk (58%) or fruit and vegetables (34% – lowest score among all age groups). Instead they drink more coffee (38%), potentially a wake-up routine, as stimulant to

cope with their busy lifestyle; and interestingly, more yoghurt (26% – most consumed within this age group).

Age brings more responsibilities – and more stress, too, to the 35-49 year olds. This means even more coffee – 49%, the highest among all groups, along with tea (63%). Energy drinks also go back up to their highest level (22%). This group eats a lot too; top group for all kinds of meat (54%), eggs (81%), fruit and vegetables (43%) while about half eat hot and cold cereals. Bread and pastries still abound, at 85%.

For most Hong Kong people, 50 is an important life stage. Most realize they cannot keep eating as much when they turn 50, for that group (50-64s) sees a drastic reduction in quantities and change in priorities. Hot cereals, with their healthy properties, are most popular (64%) as mentioned earlier, along with cereal drinks (40%). Bread/ pastries (82%) and congee/ noodles (72%) remain very popular, though we believe, in smaller quantities.



THE BREAKFAST OPPORTUNITY

As the city's health consciousness heightens, breakfast consumption and frequency will increase. 96% of people aged 15 - 64 in Hong Kong eat or drink something for breakfast. This is equivalent to 11 billion occasions annually that include at least one food or beverage item. Living in a modern world and riding on the trend of globalization, the food choice we have nowadays is rapidly widening.

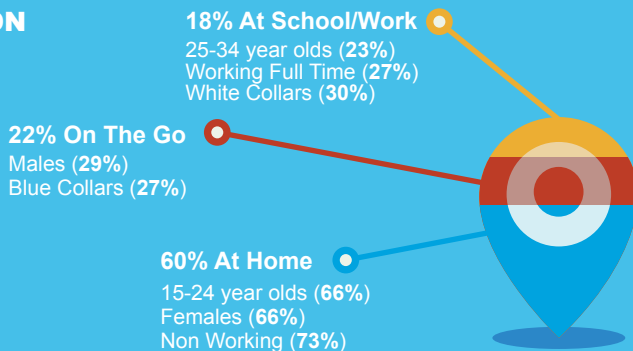
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BREAKFAST CONSUMPTION LOCATION





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About Ipsos InnoQuest:

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