

MEALTIME IN AMERICA

BREAKFAST, LUNCH & DINNER TODAY

Most consumers' eating routines are still defined by breakfast, lunch, and dinner. Consumers adapt their mealtime priorities to fit their needs, which vary by individual, household, and even by the day. Key needs include getting everyone fed, health and wellness, pleasing all palates, social connection, and enjoyment of food/cooking. Here's a snapshot of key insights about these mealtimes, on average, through the week from our [Transformation of the American Meal 2017](#) report.

BREAKFAST

The most functional and routine meal of the day, breakfast is typically focused on quick, often portable options that provide nutritious, lasting energy.

WHERE EATEN



84% Home
(8% Work, 5% Restaurant, 3% Other)

WHO WITH

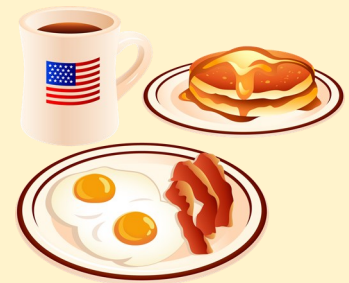


53% Alone
(24% Couple, 19% Family, 4% Friends)

WHEN DECIDED WHAT TO HAVE



62% <1 Hour Before
(16% 1 Hour Before, 6% Several Hours Before, 17% Day or More Before)



56% of consumers skip breakfast at least once a week

LUNCH

Also routine and functional, lunch is the meal most likely to fall victim to snacking. Lunch needs follow less of a pattern than breakfast, as consumers adjust to emotional, social, or other needs that come up through the week.



48% of consumers skip lunch at least once a week

WHERE EATEN



53% Home
(23% Work, 17% Restaurant, 7% Other)

WHO WITH



44% Alone
(19% Couple, 21% Family, 16% Friends)

WHEN DECIDED WHAT TO HAVE



49% <1 Hour Before
(18% 1 Hour Before, 14% Several Hours Before, 18% Day or More Before)

DINNER

If consumers are going to cook a meal and eat it with others, it is most likely dinner. Dinners tend to be planned further in advance, with multiple priorities at play.

WHERE EATEN



81% Home
(3% Work, 13% Restaurant, 3% Other)

WHO WITH



27% Alone
(34% Couple, 32% Family, 8% Friends)

WHEN DECIDED WHAT TO HAVE



31% <1 Hour Before
(18% 1 Hour Before, 28% Several Hours Before, 22% Day or More Before)



32% of consumers skip dinner at least once a week