

DIGGING INTO DAYPARTS: PART I

TRACKING THE BOOM IN BREAKFAST AND SNACKS

Learn what's driving consumers to their breakfast and small bites choices, and how to deliver on demand.



BREAKFAST & BEYOND

BREAKFAST SALES HIT \$77B IN 2024*

42%

OF OPERATORS NOW OFFER ALL-DAY BREAKFAST.

TIP

Capitalize on demand and expand breakfast hours.

18%

OF RESTAURANTS HAVE ADDED BRUNCH TO THEIR MENU IN 2024.

TIP

Add elevated and social-friendly brunch menu items like this [Turkey Sausage Migas](#).



THE CAR IS THE NEW "THIRD PLACE" FOR DINERS.

More consumers are eating fast casual breakfast in their cars—up 14 points from 2019-2024.

TIP

Offer more portable and handheld options like a [Sausage Breakfast Sandwich](#).

PACK ON THE SNACKS

SNACKING SALES REACHED \$36B IN 2024*

SNACK OCCASIONS ARE UP ACROSS SEGMENTS.

Casual dining:

+6 POINTS

Quick service:

+5 POINTS

TIP

Offer snackable items that work all day like this [Turkey Wrap with Mango Chutney](#).

CONSUMERS ARE BALANCING INDULGENT AND "BETTER-FOR-YOU" CHOICES.

TIP

Include mix-and-match options to satisfy cravings and health-conscious guests. Try different ingredient combinations in [Turkey Bento Boxes](#).



*At restaurants and retail.
Source: Daypart Dynamics, Technomic, 2025