

# The US Breakfast Sandwich Market: Size, Trends & Forecasts (2017-2021)

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## Abstracts

### Scope of the Report

The report titled “The US Breakfast Sandwich Market: Size, Trends & Forecasts (2017-2021)”, provides an in-depth analysis of the breakfast sandwich by volume and by segment.

The report provides a regional analysis of the breakfast sandwich market, including the following regions: the US and Canada.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall breakfast sandwich market has also been forecasted for the period 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in the breakfast sandwich market is very fragmented, with several food chains and independent retail outlets experimenting with the concept of breakfast sandwich.

Further, key players of the Breakfast Sandwich market Premium Brand Holdings Inc., Greencore Group Plc and Potbelly Corporation are also profiled with their financial information and respective business strategies.

### Country Coverage

The US

Canada

## **Company Coverage**

Premium Brands Holding Inc

Greencore Group Plc

Potbelly Corporation

## **Executive Summary**

With changing times and needs, the food requirements are also changing. The meal constituting breakfast, lunch and dinner are also changing. Earlier sandwiches were consumed as snacks to curb the hunger. However, with fast paced lives, the individuals started resorting to fast fashion and fast foods. Foods such as wraps, cookies and sandwiches are increasingly being consumed as breakfast meals because they are portable and less cumbersome.

A breakfast sandwich is any sandwich filled with foods associated with the breakfast meal. Breakfast sandwiches can also be made at home. Breakfast sandwiches are typically made using breakfast meats (generally cured meats such as sausages, patty sausages, bacon, country ham, spam and pork roll), breads, eggs and cheese.

The breakfast sandwiches are of two types in-home and away from home.

The US Breakfast Sandwich market has increased at a significant CAGR during the years 2011-2016 and projections are made that the market would rise in the next four years i.e. 2017-2021 tremendously. The breakfast sandwich market is expected to increase due to growth in rising millennial population, increasing GDP per-capita, etc. Yet the market faces a challenge such as, volatility in economic cycle.

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