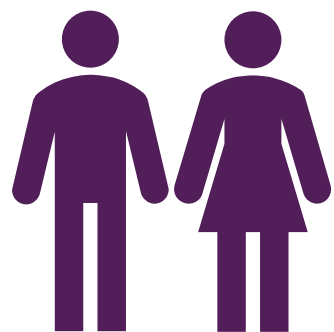




Breakfast Survey Insights 2025



Breakfast Survey | Overview



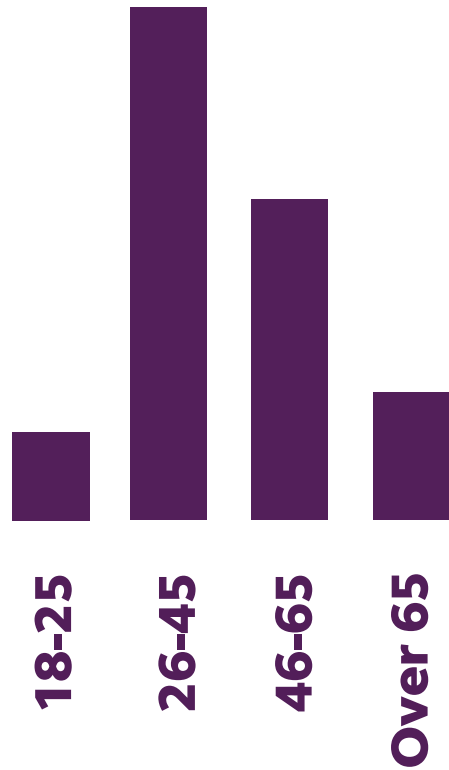
63% Male
37% Female



Focus on GCC
Residents



1150 +
Responses



Methodology: Premier Inn Middle East shared the survey with guests and social media followers in July/August 2025. There were 1151 respondents from the GCC and rest of the world combined. The reported results only consider respondents residing in the GCC.

Breakfast Survey | Habits

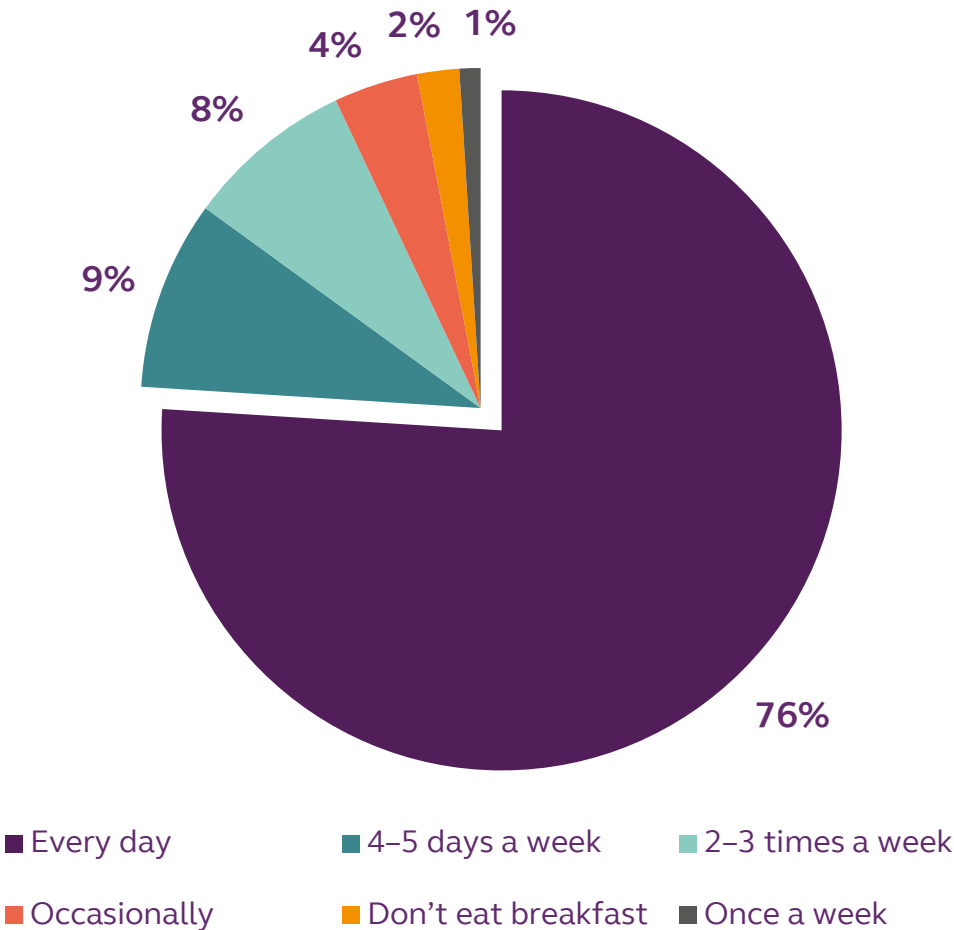
Do you consider breakfast to
be the most important meal of
the day?

91%
Yes

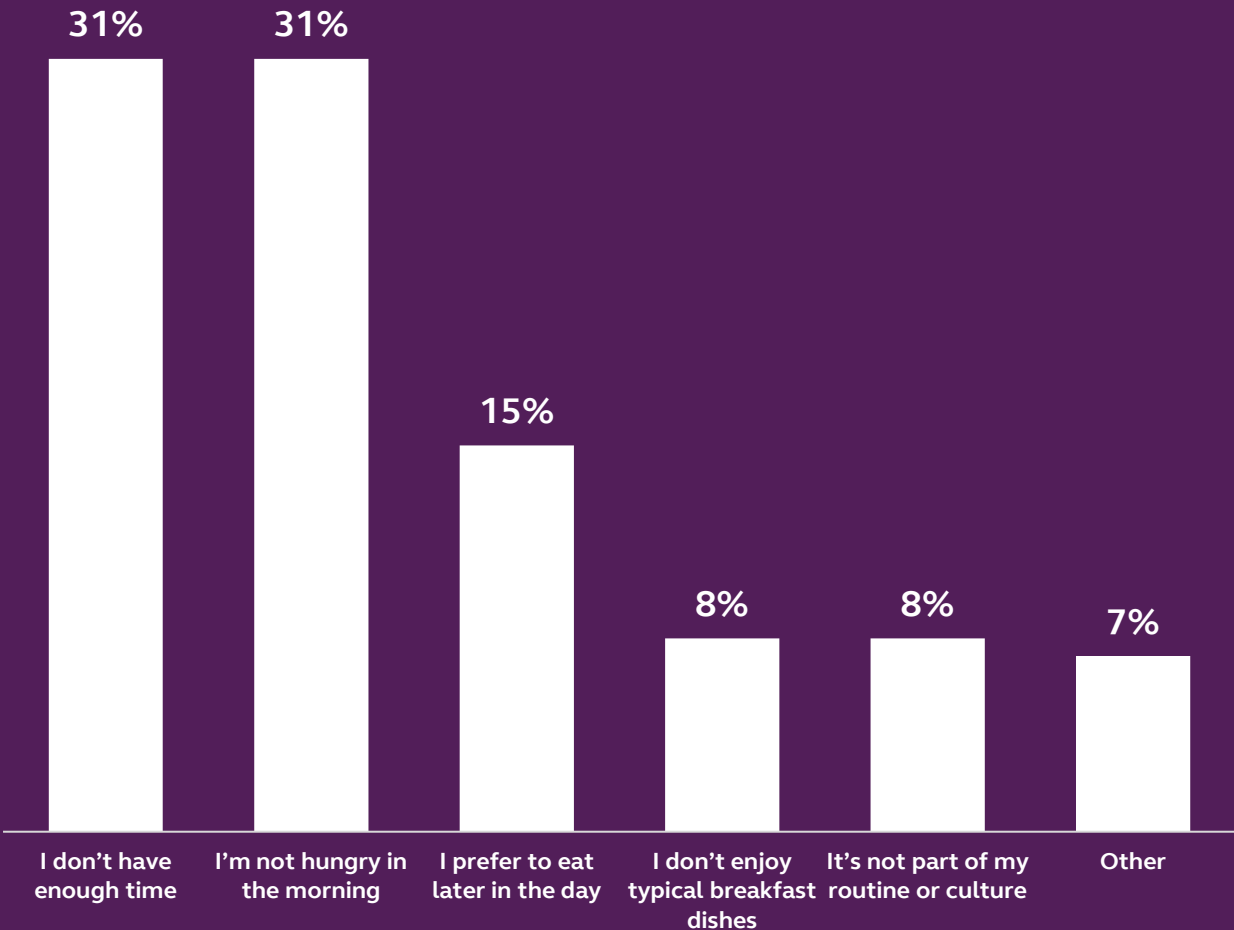
9%
No

Breakfast Survey | Habits

How often do you eat breakfast?

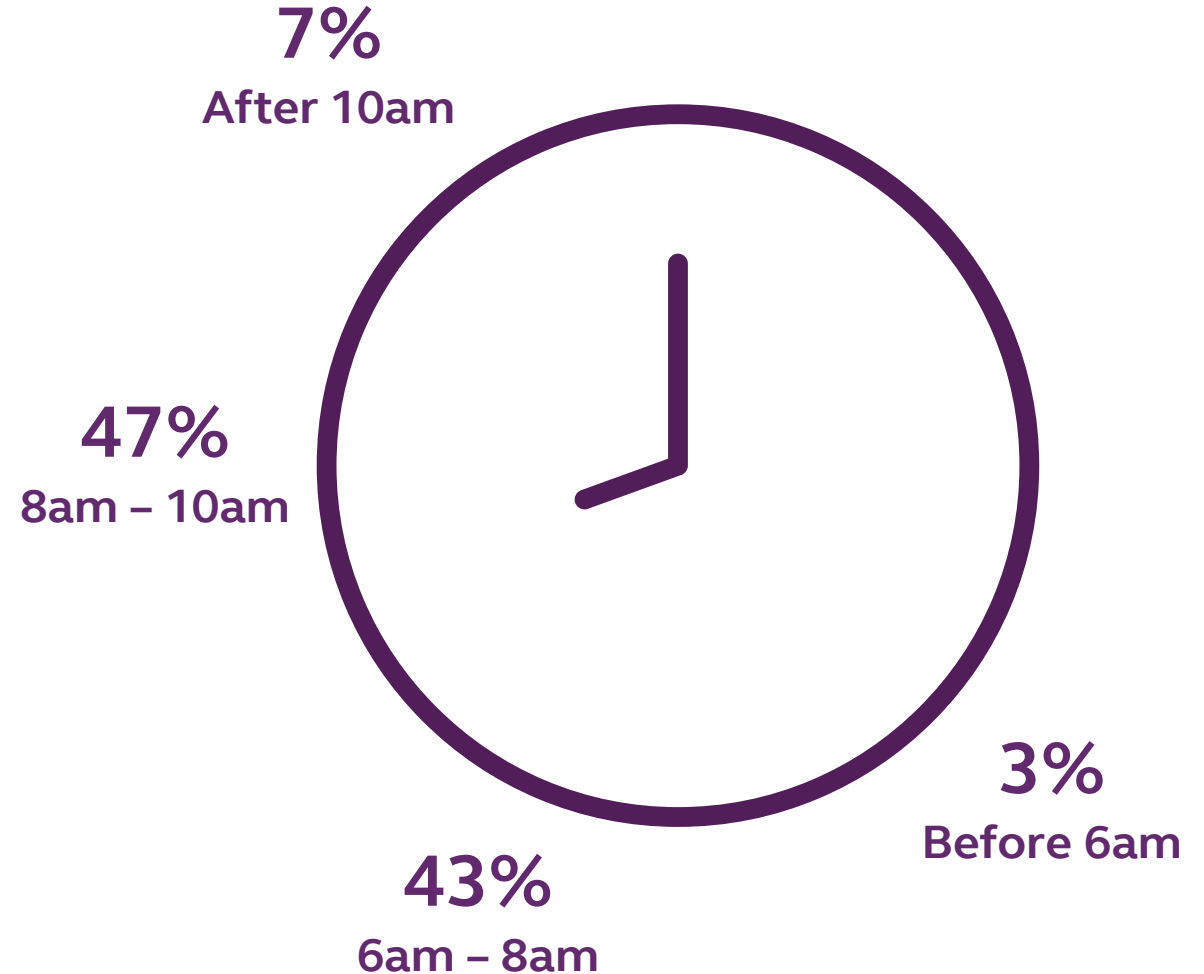


Why don't you eat breakfast?



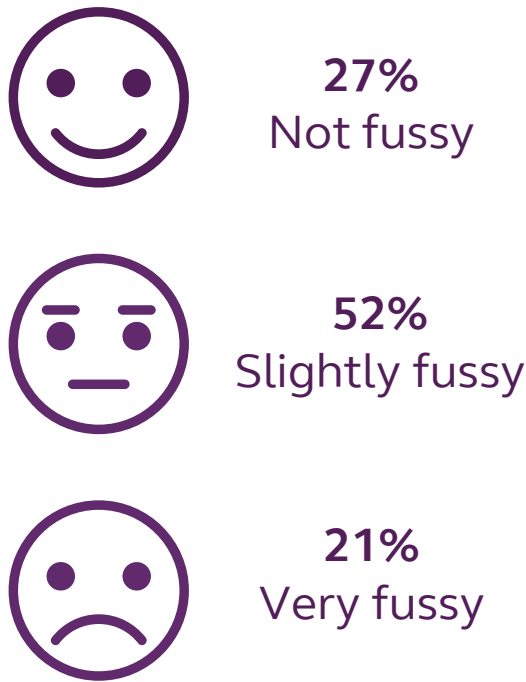
Breakfast Survey | Habits

What time do you usually eat breakfast?

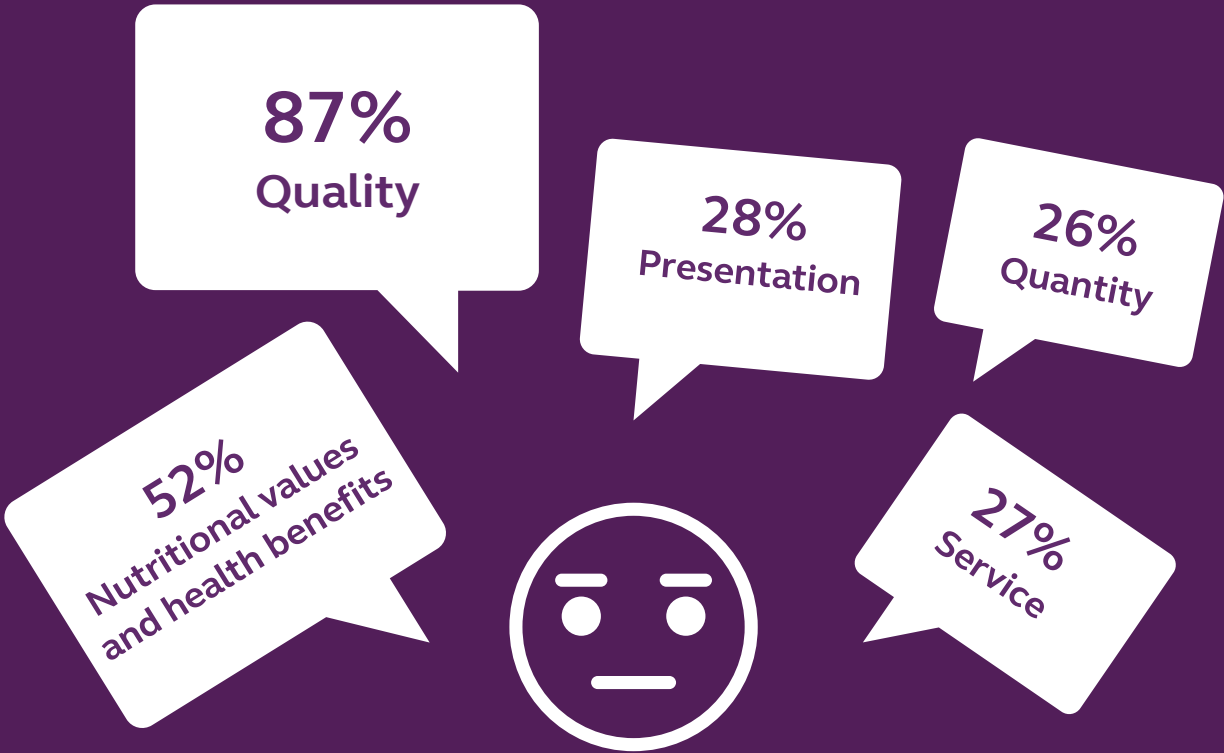


Breakfast Survey | Habits

How fussy/choosey are you about your breakfast?

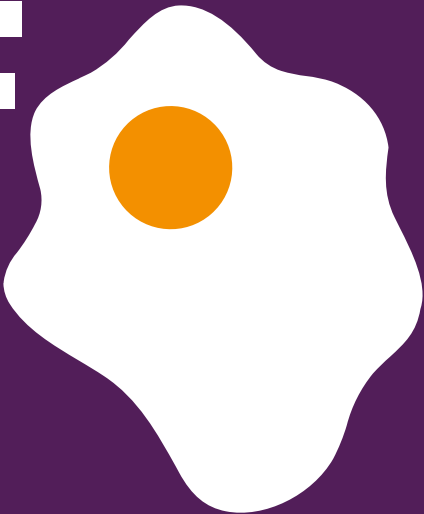
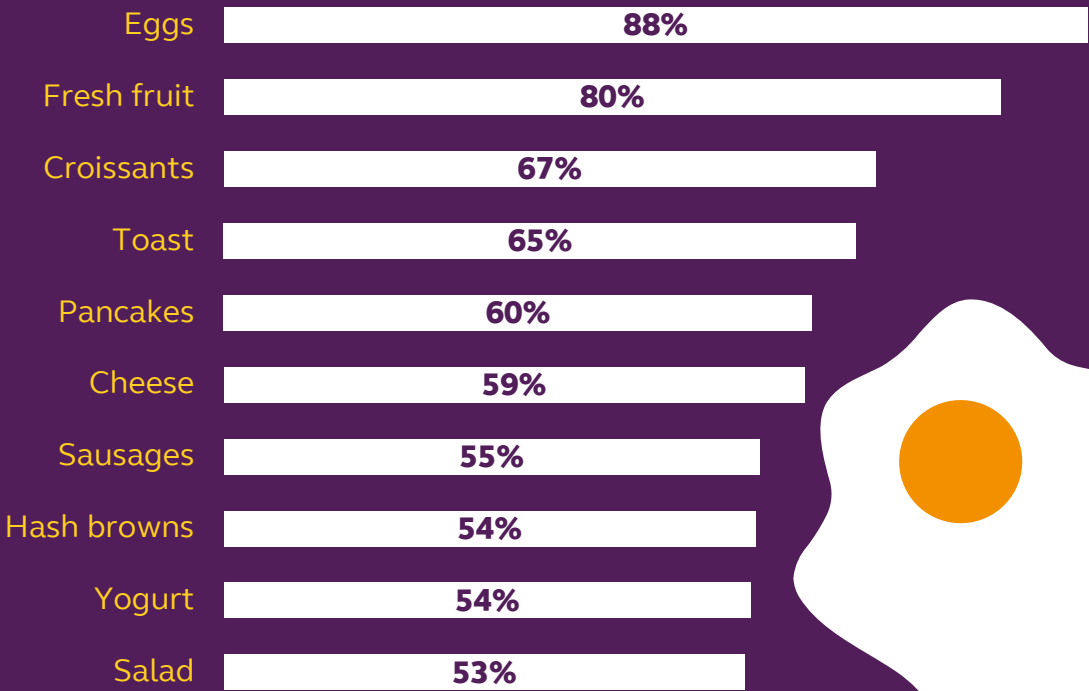


What are you fussy about?

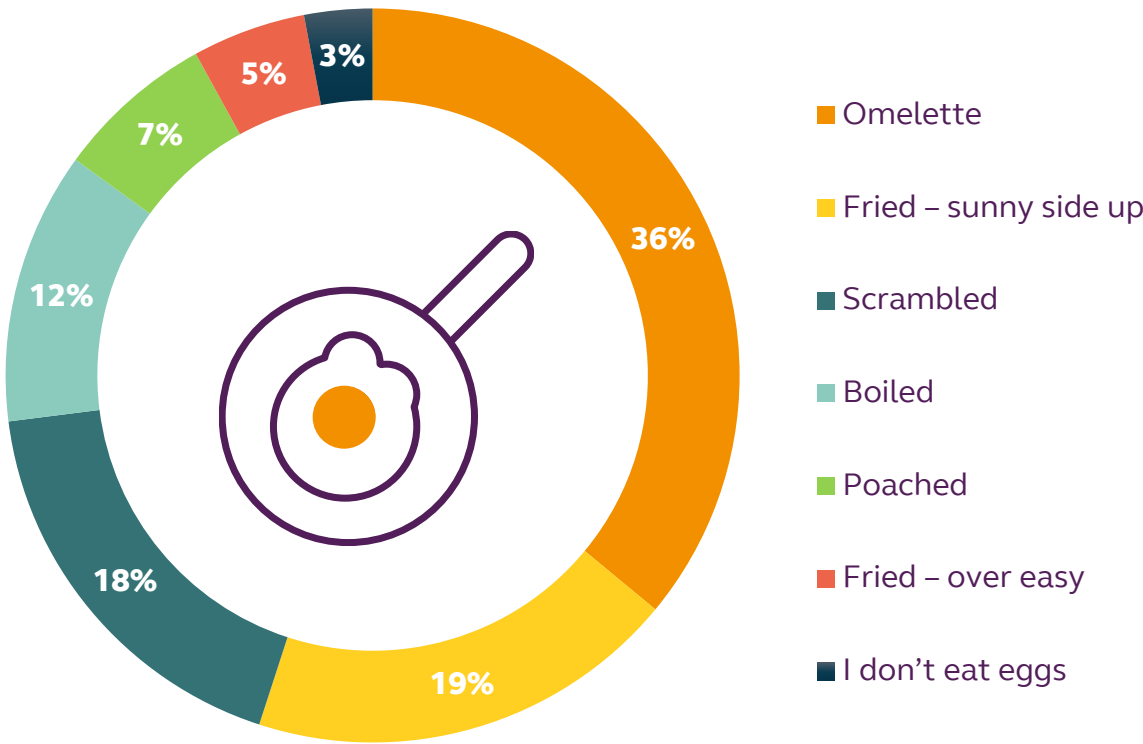


Breakfast Survey | What's on your plate?

Top 10 Breakfast Favourites

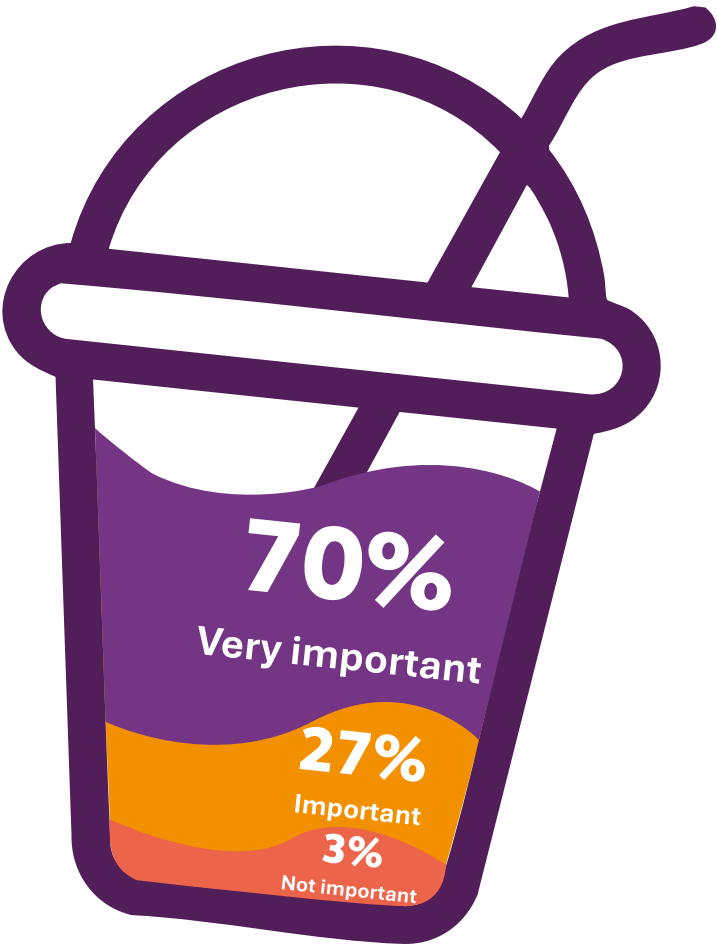


How do you like your eggs in the morning?

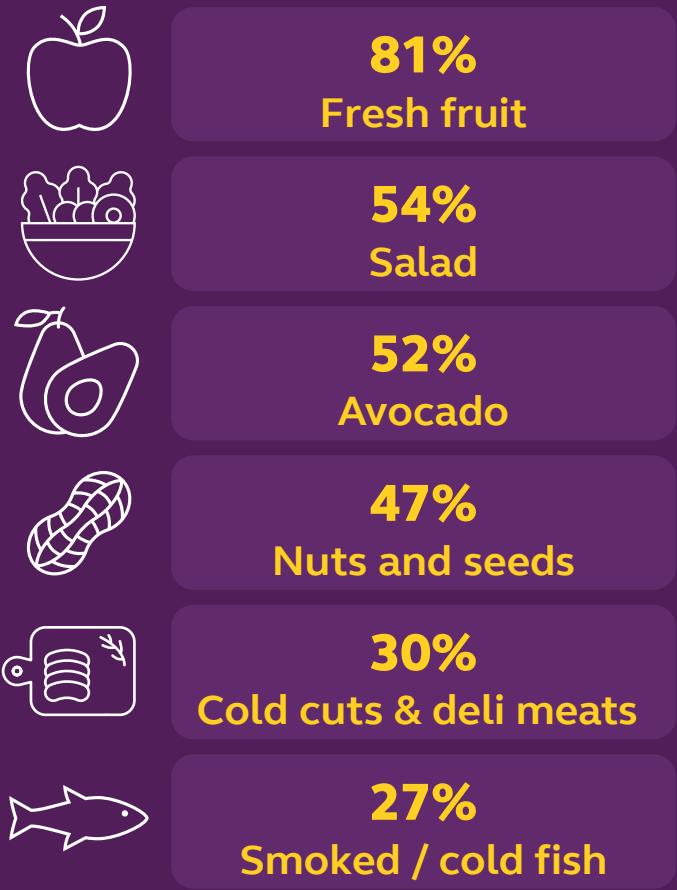


Breakfast Survey | What's on your plate?

How important are healthy breakfast options to you?

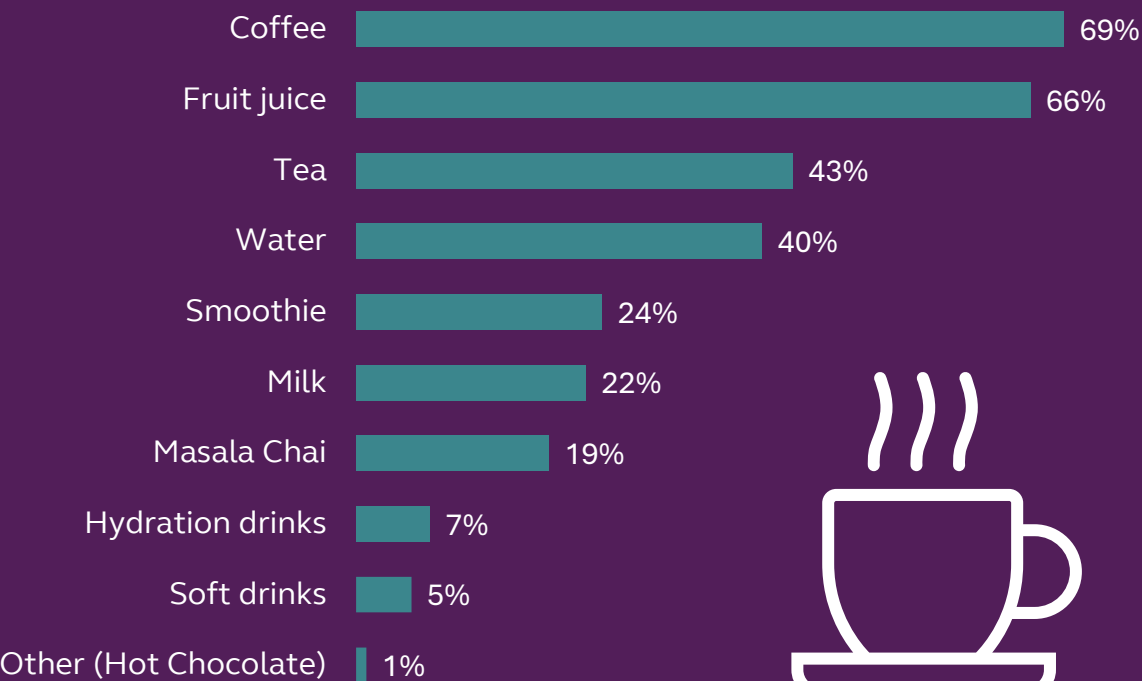


What are your favourite Feel-Good Fuel (healthy) options?

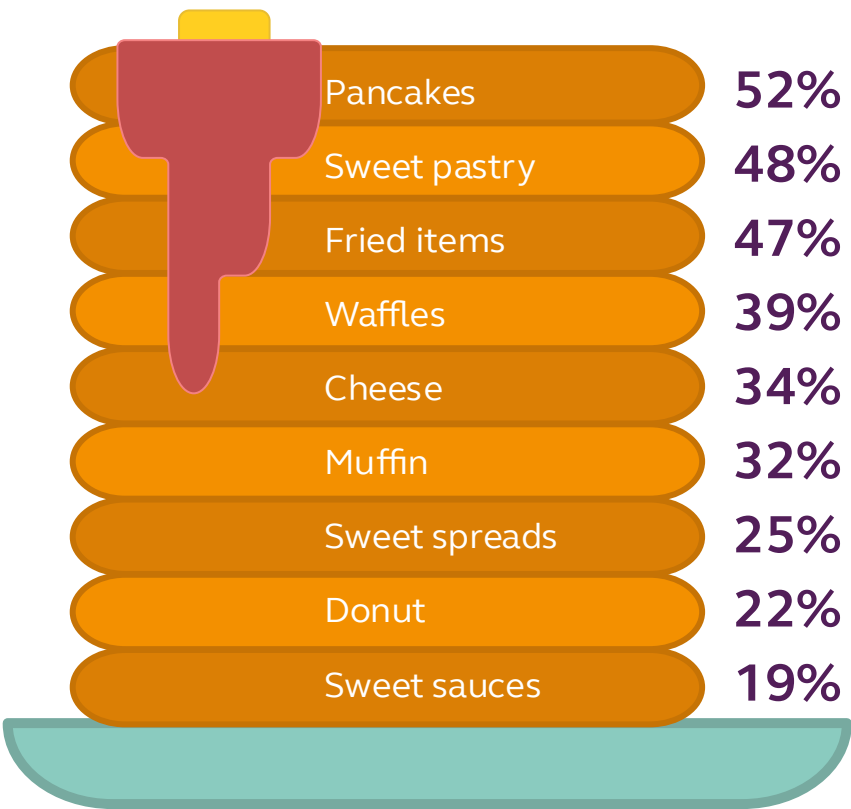


Breakfast Survey | What's on your plate?

What do you like to drink at breakfast?

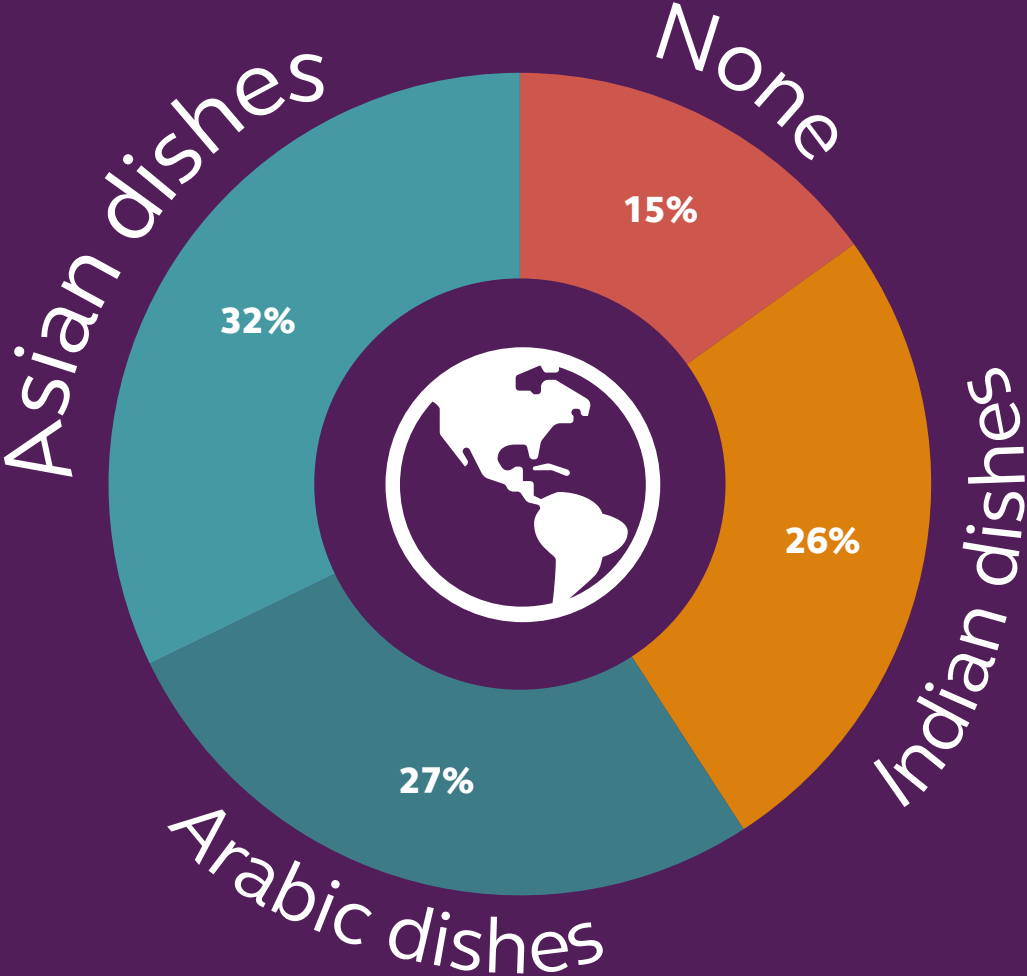


What breakfast bite do you love to treat yourself to?

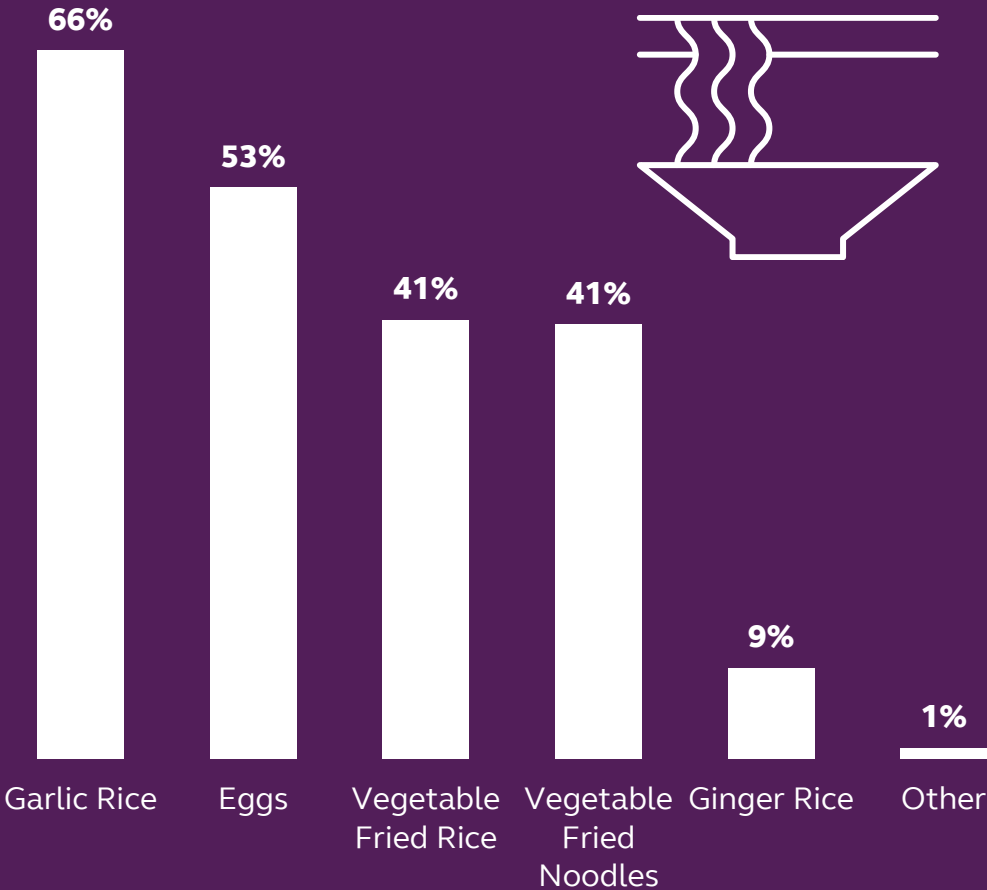


Breakfast Survey | Global Bites

Global Breakfast Bites

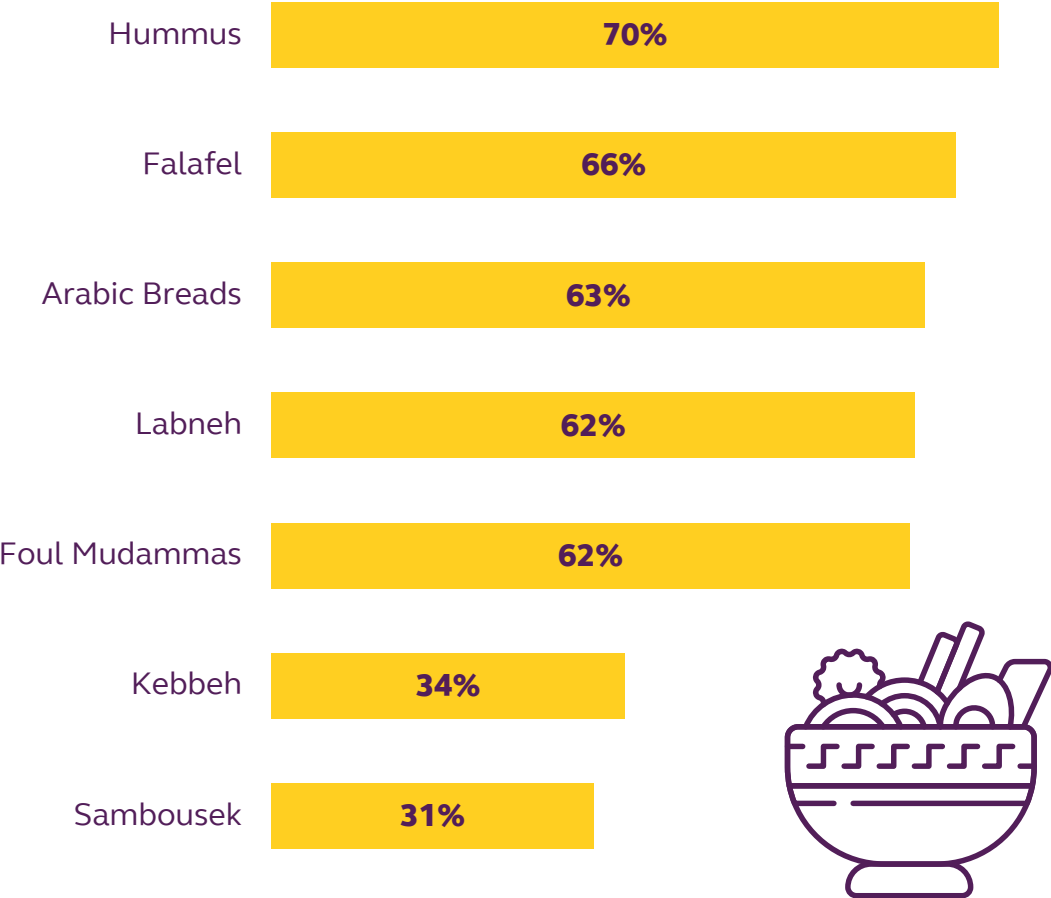


What are your favourite Asian Dishes?

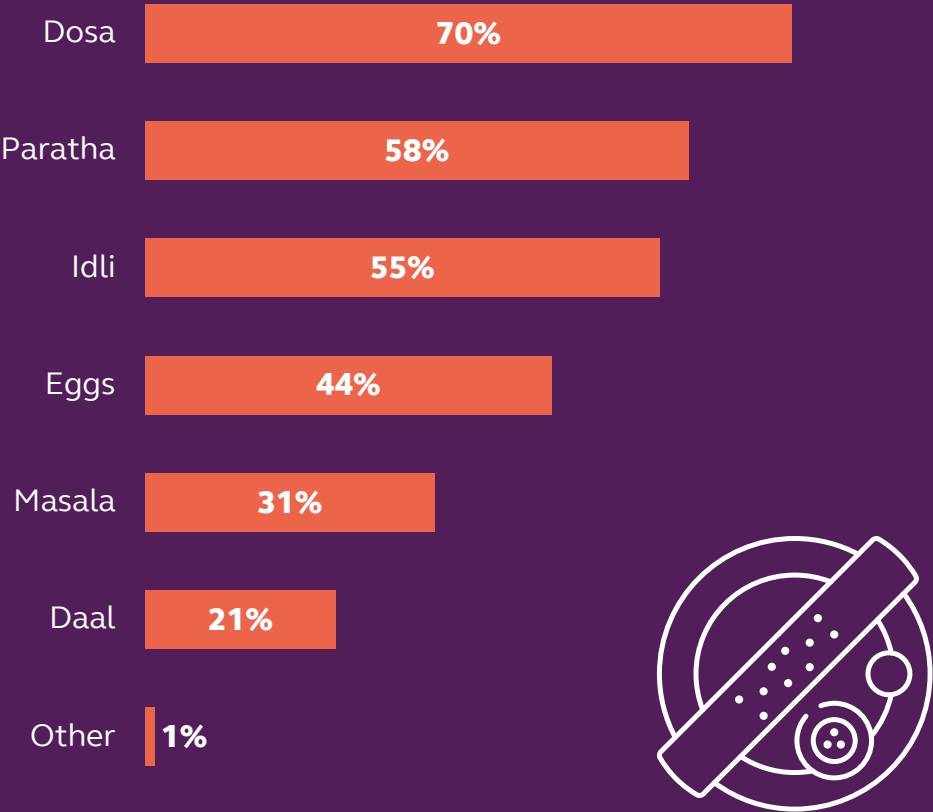


Breakfast Survey | Global Bites

What are your favourite Arabic Dishes?

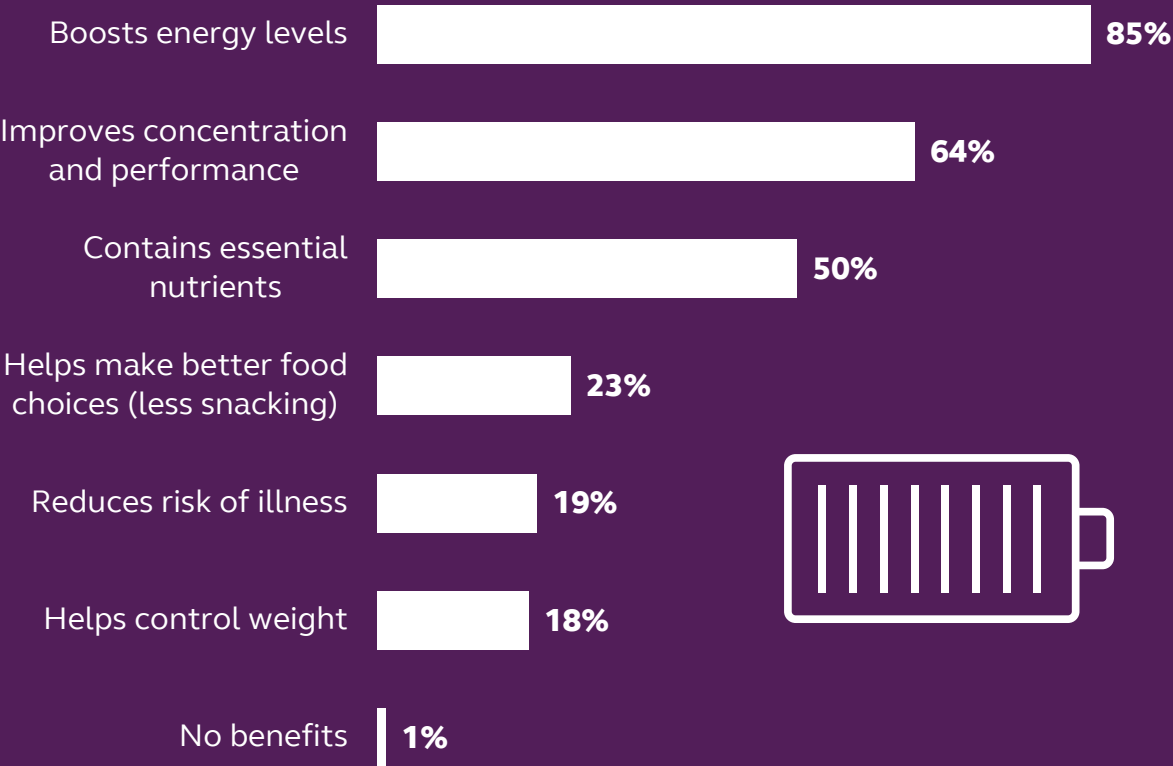


What are your favourite Indian Dishes?



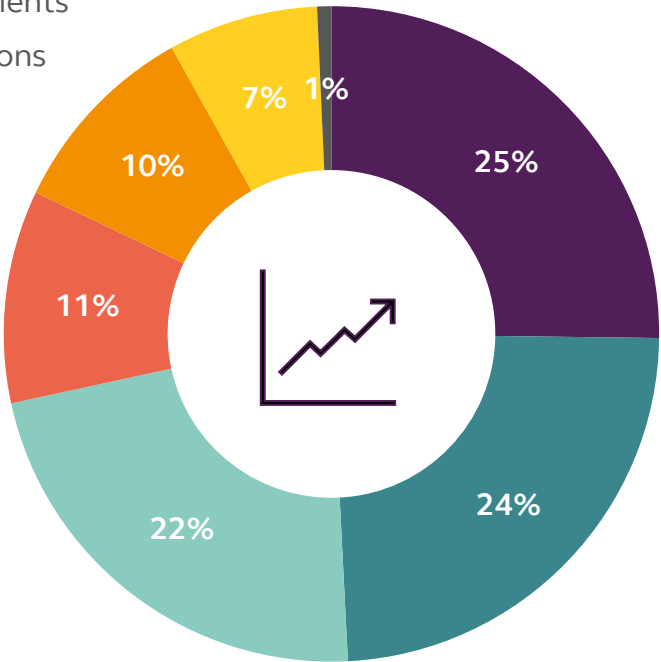
Breakfast Survey | Benefits and Trends

What do you think are the main benefits of having breakfast?



What do you think is the top breakfast trend right now?

- Inclusion of superfoods (chia, flaxseed, berries)
- International flavours
- Locally sourced/organic ingredients
- Rise of vegan/plant-based options
- Grab & Go options
- Instagrammable breakfasts
- Other



What is your favourite place to have breakfast?



33% – At a hotel



32% – At home



17% – At a café or restaurant



15% – No preference



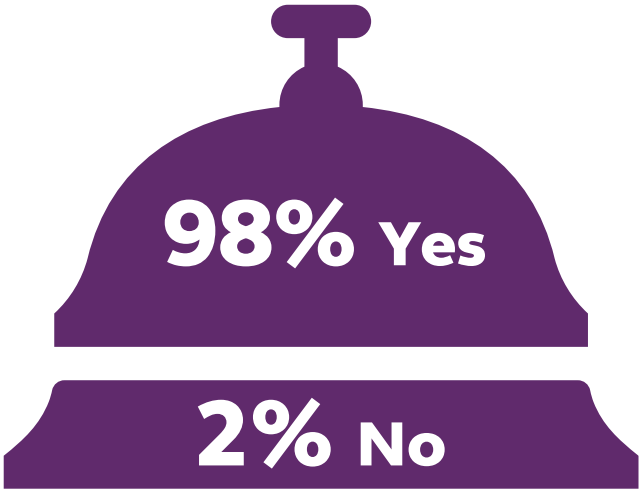
2% – At a friend/family's house



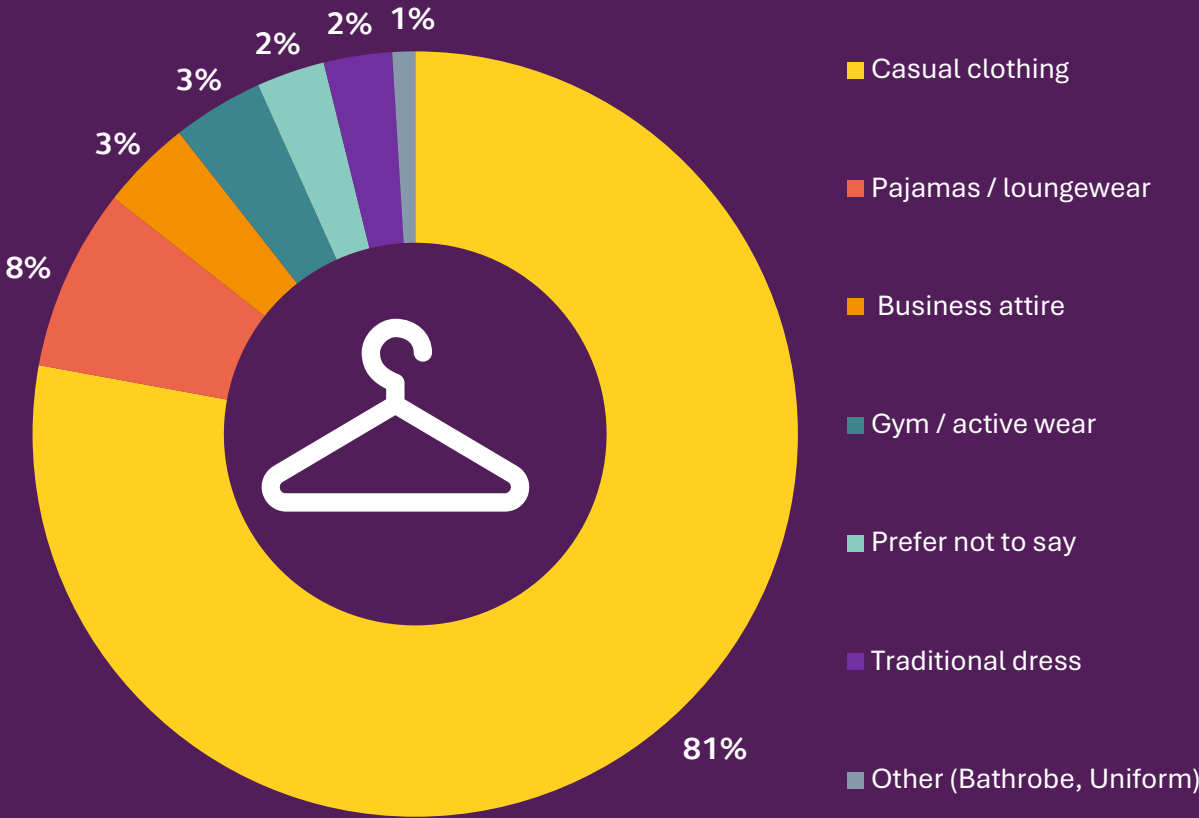
1% – Other

Breakfast Survey | Environment

Do you like to have breakfast when staying in a hotel?

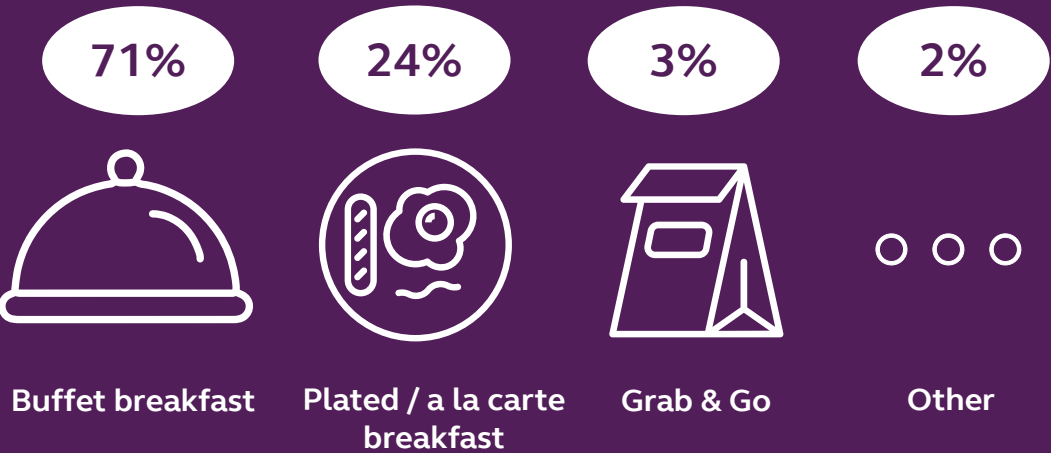


What do you like to wear to breakfast at a hotel?

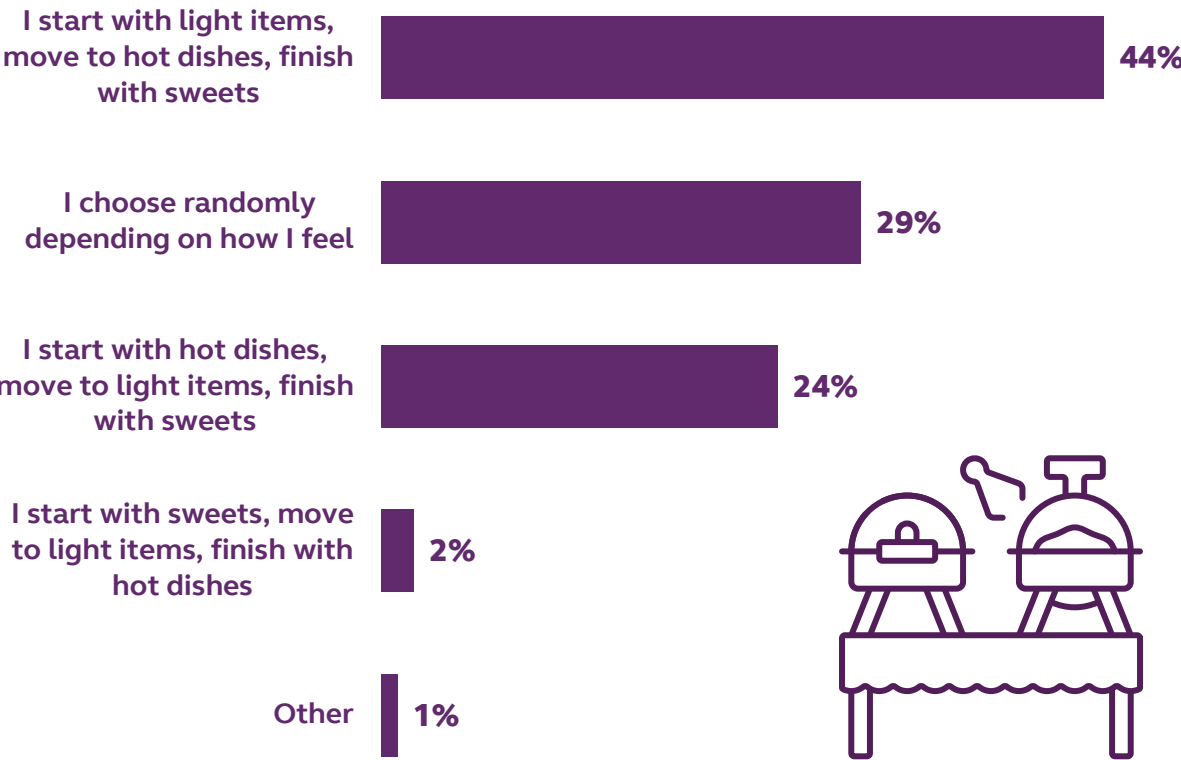


Breakfast Survey | Environment

How do you like to eat your breakfast?



When serving yourself at the breakfast buffet, do you follow a particular order?





Thank You

For media enquiries, please contact Sabrina Schouw.

sabrina.schouw@mena.premierinn.com