

Breakfast Trends You Need To Know

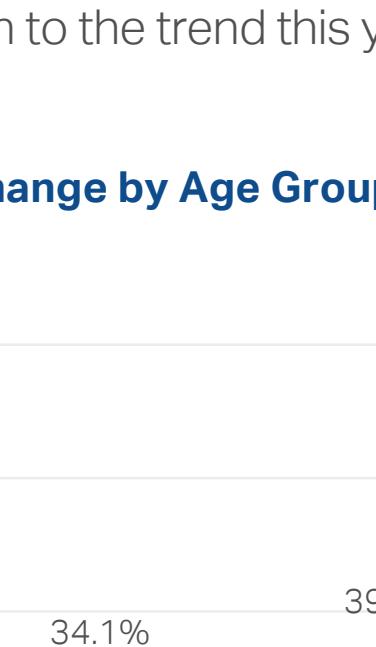
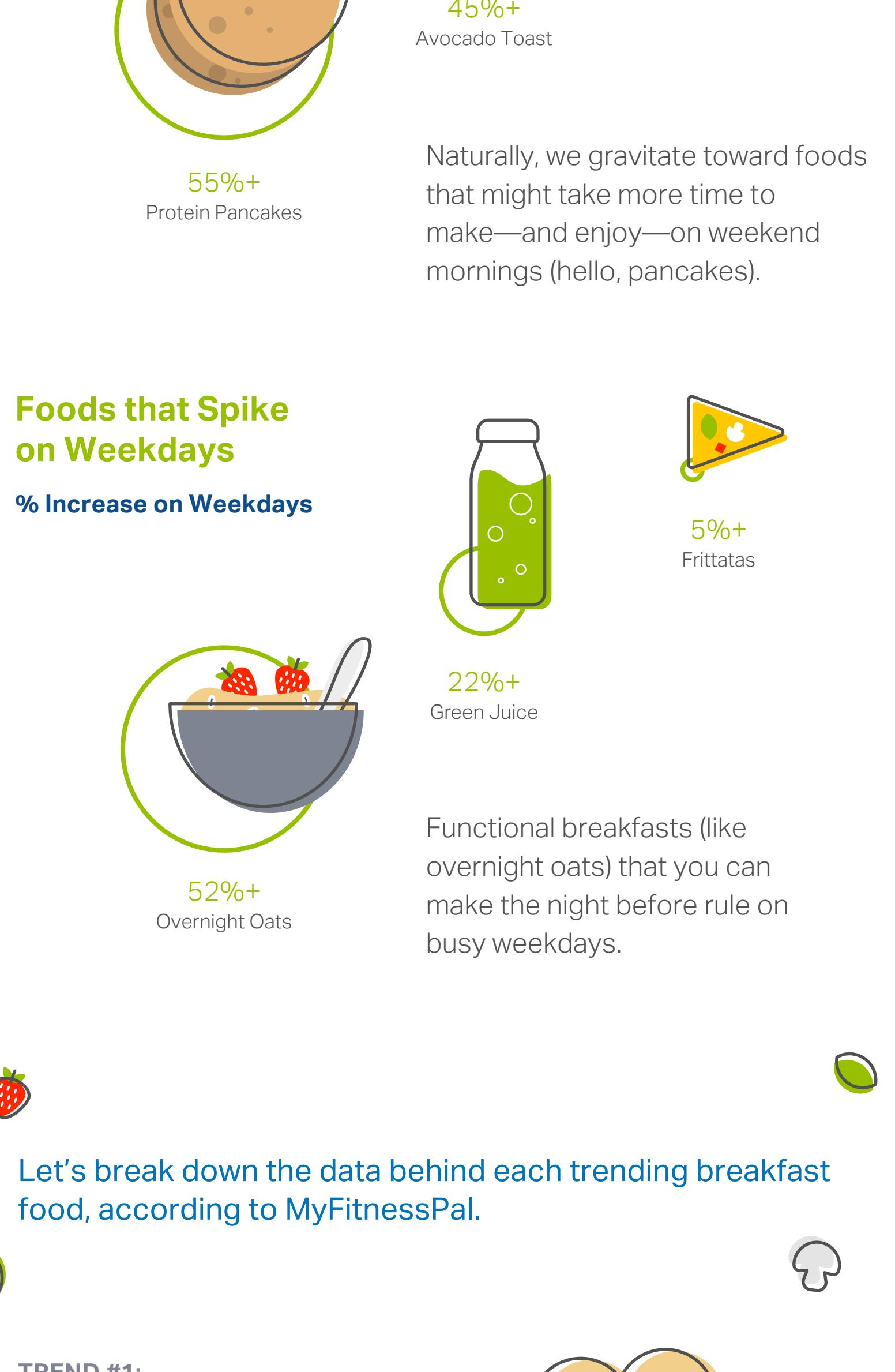
Community data from MyFitnessPal reveals that breakfast isn't just about cold cereal and scrambled eggs anymore. From overnight oats to avocado toast, we're showcasing a new batch of morning game-changers on the rise.

Breakfast Trendsetters

The 2017 Power Players

This year took traditional oats and toast to an entirely new level. Take a look at just how popular new trends became.

Year-Over-Year % Change in Logging



Overnight oats took a slim lead over avocado toast; with green juice popularity plummeting compared to last year.

Weekend vs. Weekday Favorites

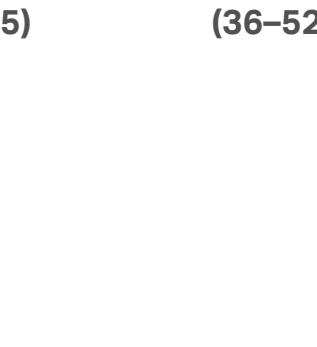
When looking at the most and least popular breakfasts, by day, we observed interesting trends between weekend and weekday choices.

Foods That See a Weekend Bump

% Increase on Weekends



55%+ Protein Pancakes

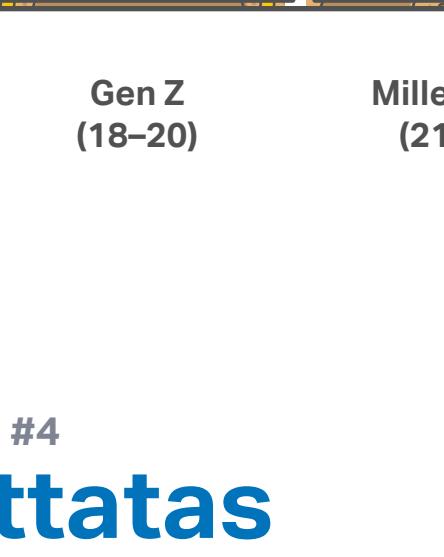


45%+ Avocado Toast

Naturally, we gravitate toward foods that might take more time to make—and enjoy—on weekend mornings (hello, pancakes).

Foods that Spike on Weekdays

% Increase on Weekdays



52%+ Overnight Oats

Functional breakfasts (like overnight oats) that you can make the night before rule on busy weekdays.

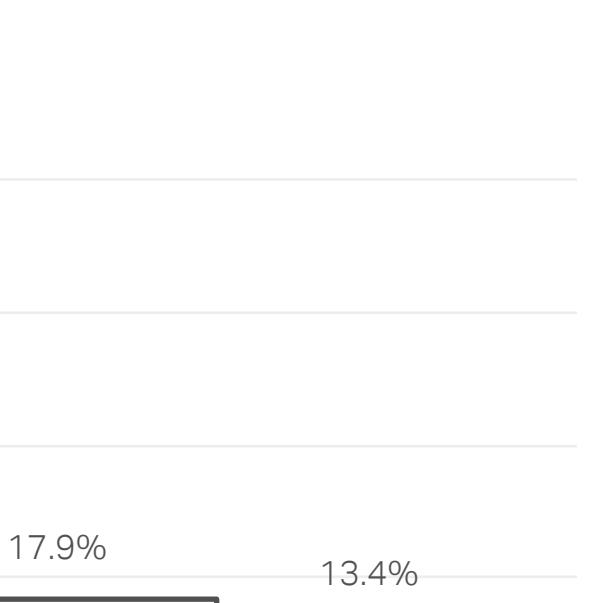
Let's break down the data behind each trending breakfast food, according to MyFitnessPal.

TREND #1:

Avocado Toast

#avocadotoast | +533,900 posts

Avocado toast popularity spiked among all age groups. Millennials may have been early adopters, but Gen Xers really caught on to the trend this year.



YoY % Change by Age Group



If you're on to the next avocado toast or overnight oats-style trend, make sure to track your meals using MyFitnessPal. And remember to share photos of your breakfasts with our online community!

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