

# Breaking Down The Breakfast Habits Of Asia Pacific Consumers

## Herbalife Nutrition Asia Pacific Breakfast Habits Survey 2021

### Impact of Covid-19 Pandemic on Breakfast Habits

**3 in 10** consumers in Asia Pacific started eating breakfast more often



**4 in 10** Millennials, Gen Zs in Asia Pacific started eating healthier at breakfast



### Top Reasons For Eating Breakfast More Often

**65%**  To improve health and well-being

**48%**  More time to prepare breakfast

**41%**  Make a positive lifestyle change

### Changes Gen Zs and Millennials Made at Breakfast

**57%**  Incorporated more vegetables and fruits

**54%**  Made sure they had a nutritionally balanced meal at breakfast

**52%**  Drank more water at breakfast

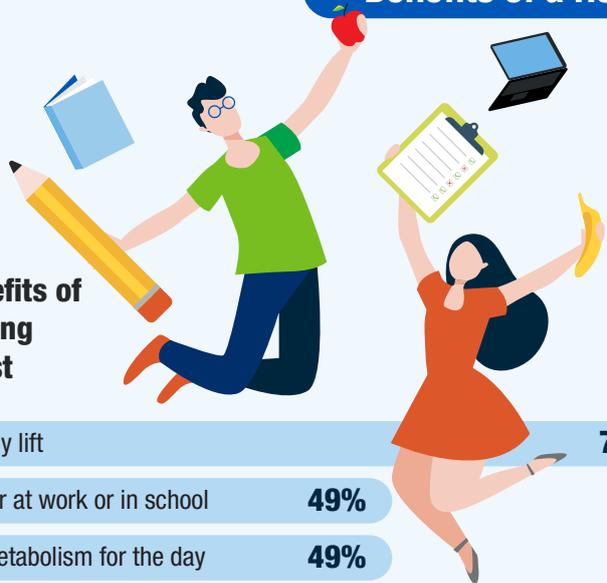
### Benefits of a Healthy Breakfast

#### Top Benefits of Consuming Breakfast

**76%** Gives energy lift

**49%** Focus better at work or in school

**49%** Kickstart metabolism for the day



#### Benefits of Consuming a High-Protein Breakfast

**67%** Keeps you fuelled up until your next meal or snack

**65%** Supports muscle health

**53%** Boosts immunity



### Barriers to Consuming a Healthy Breakfast

**27%**  Healthy breakfast takes too long to make

**25%**  Healthy breakfast does not matter to me

**23%**  Healthy breakfast is expensive

Data cited in this infographic are from Herbalife Nutrition's Asia Pacific Breakfast Habits Survey 2021, which polled 5,504 consumers in Australia, Hong Kong, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam. Approximately 50% of respondents in each market were Generation Zs (aged 18 – 24) or Millennials (aged 25 – 40).