

# Mealtime motivations

“Not needing time or energy” is a top need across all three meal occasions. But the deeper motivations behind this core need reveal a more nuanced picture of breakfast, lunch and dinner:



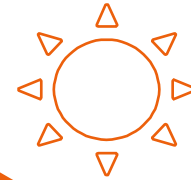
Specific **breakfast** needs include:



**33%**  
can eat quickly



**31%**  
not many steps needed



Specific **lunch** needs include:



**33%**  
can eat quickly



**26%**  
ready to eat/drink



Specific **dinner** needs include:



**33%**  
not many steps needed



**32%**  
few dishes to clean



These needs don't just dictate how much effort consumers are willing to invest. They ultimately inform which solutions—from center-store shortcuts, frozen and fresh prepared foods to foodservice—get included in the occasion.

Source: *Eating & Drinking Occasions Landscape 2025: Modern Needs & Sourcing Strategies*, Hartman Group