

Consumer Trends in Muffin Purchasing

We surveyed 1,123 consumers to understand how they think about muffins, where they buy them, which flavors they prefer, and what role seasonal flavors play in purchase interest.

The findings show that blueberry remains the clear favorite, muffins hold their own against other breakfast bakery items, and seasonal flavors could be a strong opportunity when the flavor feels appealing and relevant.



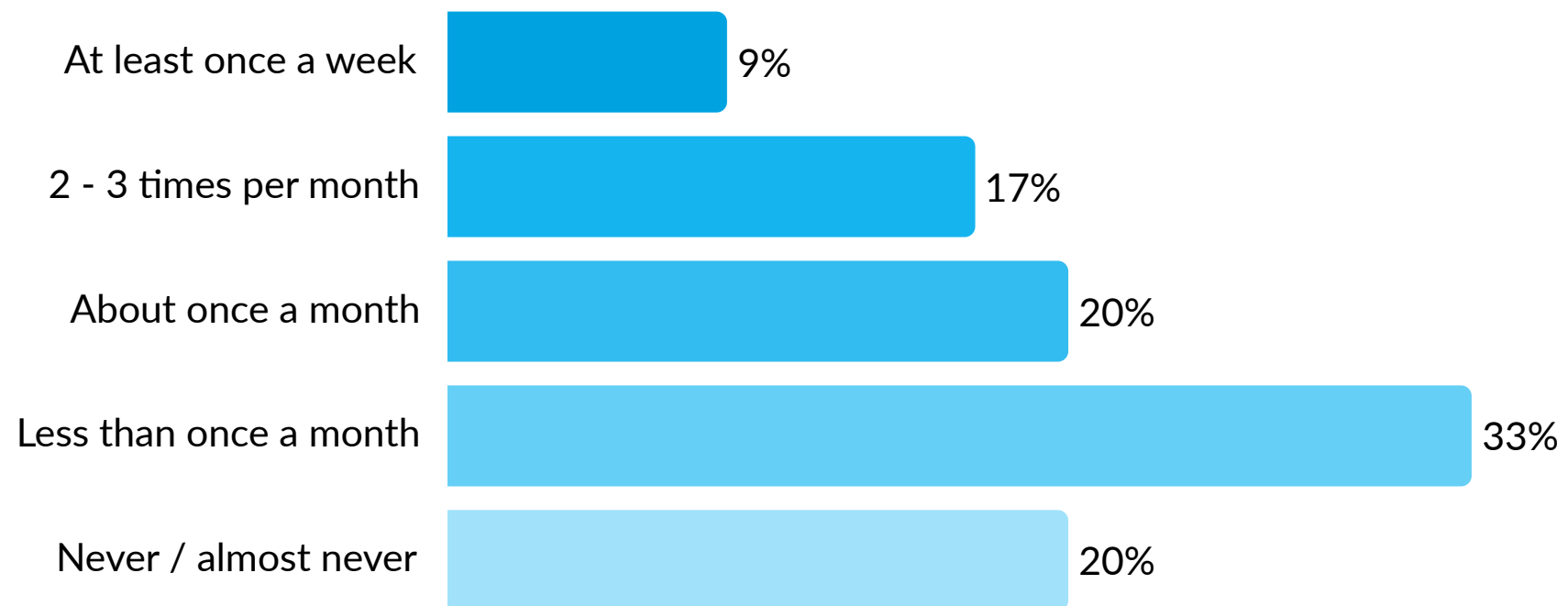
Why is this *important*?

Muffins continue to be a familiar breakfast and snack option, but consumers are selective about where they buy them and which flavors they choose.

While 38% of respondents said they would choose a muffin over other breakfast bakery items, purchase preferences vary across grocery stores, bakeries, coffee shops, and restaurants. Consumers also show a strong preference for classic muffin flavors, with blueberry emerging as the clear favorite.

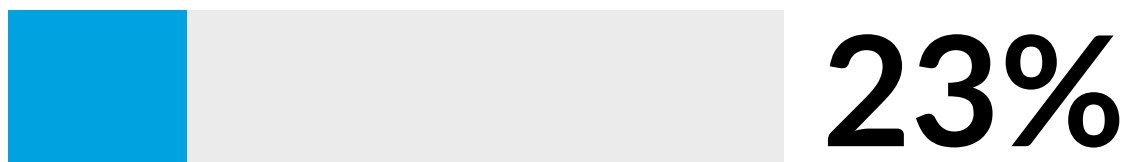
These findings highlight the importance of offering flavors consumers already know and love while using seasonal and limited-time offerings strategically to generate interest and encourage trial.

How often do you purchase muffins from quick-service restaurants, coffee shops, or similar foodservice locations?



n=1,123

When purchasing a muffin, which brand or restaurant are you most likely to purchase from? Select one.

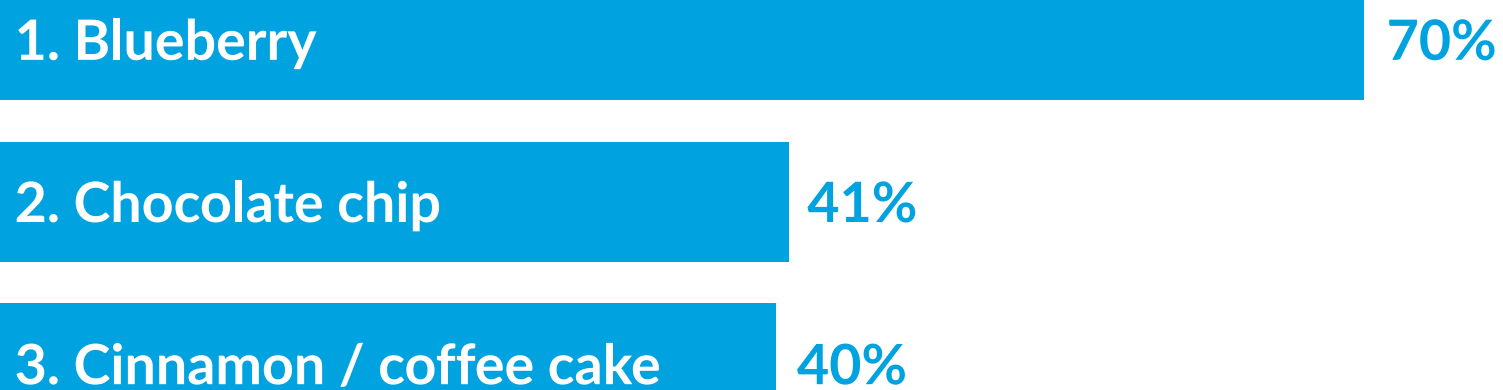


of respondents said they are most likely to purchase muffins from a **grocery store**.

Other responses included: Local Bakery/Cafe (21%), Panera Bread (10%), Starbucks (8%), Dunkin' (7%), Tim Hortons (5%), Other (3%), Convenience Store (3%), and no preferred brand or restaurant (19%).

n=1,123

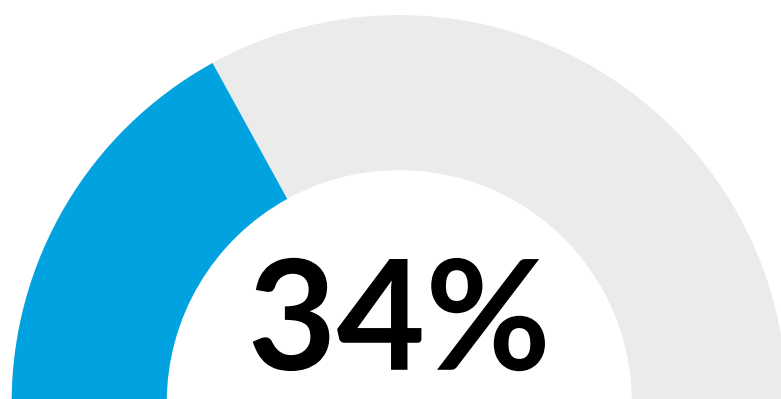
The top 3 muffin flavors consumers typically prefer are:



Other preferred flavors include Banana nut (40%), Lemon / citrus (28%), Cranberry / orange (27%), Double chocolate (26%), Apple cinnamon (23%), Bran / whole grain (13%), and Other (6%).

n=1,123

When asked to choose just one muffin flavor, which would consumers be most likely to purchase?



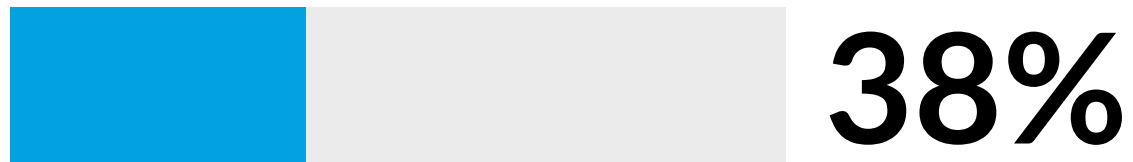
of respondents said the muffin flavor they would be most likely to purchase is **blueberry**.



Far exceeding the other flavors, like Banana nut (12%), Chocolate chip (11%), Cinnamon / coffee cake (11%), Cranberry / orange (10%), Double chocolate (8%), Lemon / citrus (5%), Bran / whole grain (4%), Other (3%), and Apple cinnamon (2%).

n=1,123

If muffins are available alongside other breakfast bakery items, which would you be most likely to purchase? Select one.



of respondents would choose a

muffin

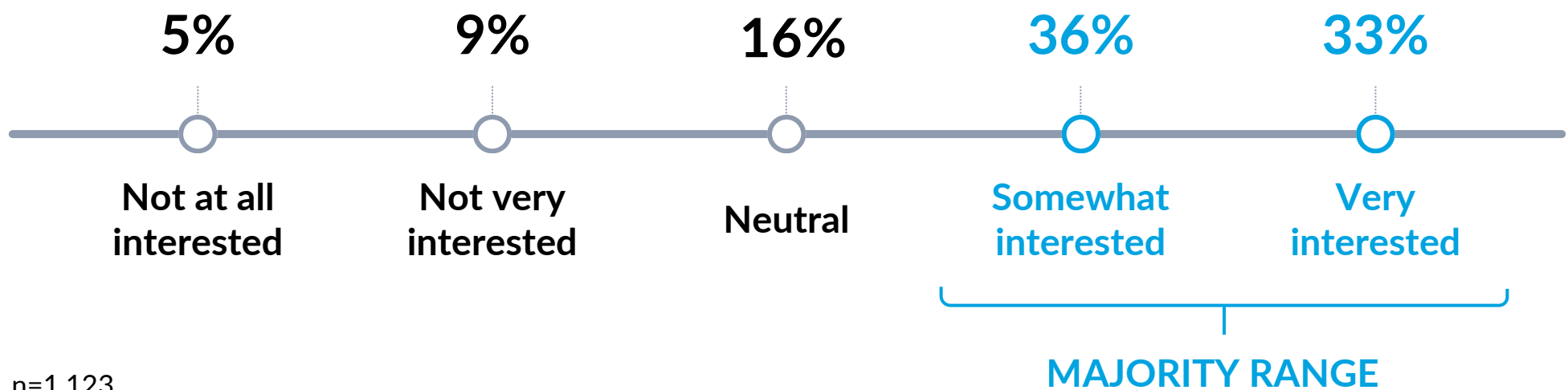
over other breakfast bakery items.

Other choices included Breakfast sandwich (20%), Bagel (11%), Danish or pastry (10%), Donut (9%), Croissant (8%), Other (1%), and I would not purchase any of these (2%).

n=1,123

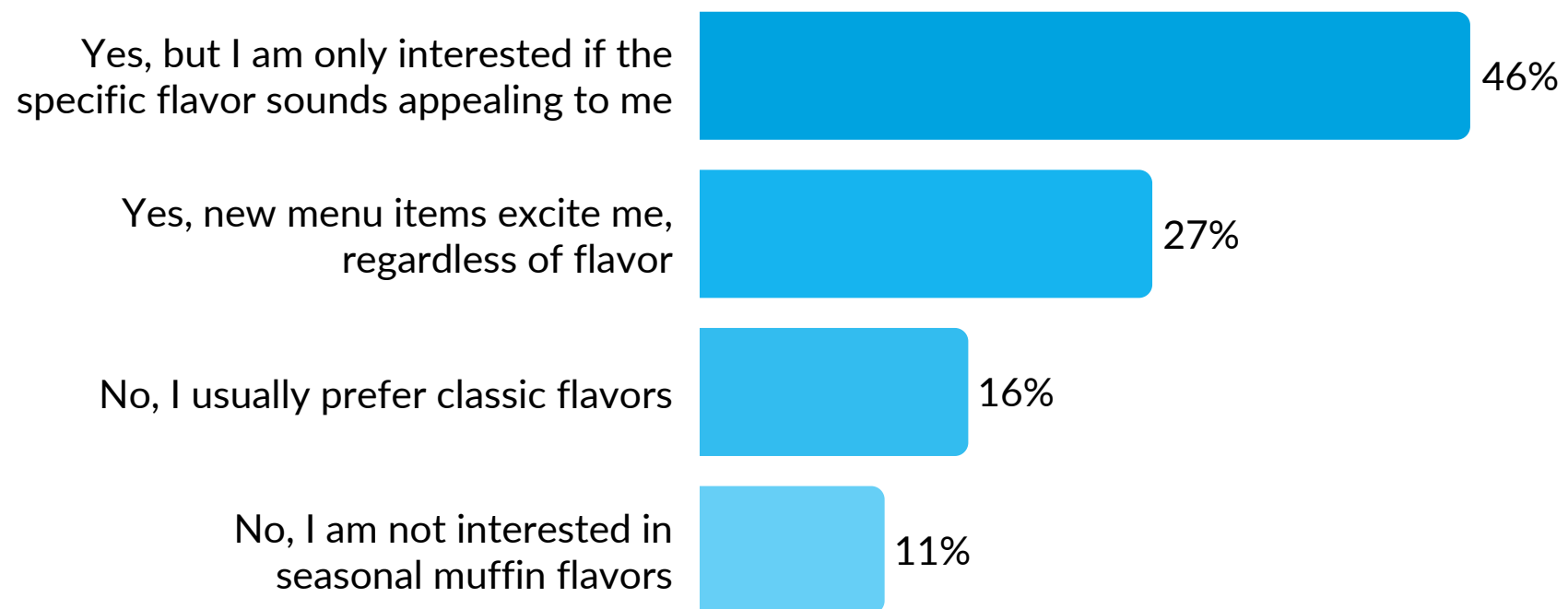


How interested are you in seasonal or limited-time muffin flavors?



n=1,123

Do you look forward to seasonal muffin flavors becoming available at restaurants or coffee shops?



n=1,123

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