

Bread - US - September 2013

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“Some 81% of bread users utilize products in the category as part of a sandwich or wrap, this is more than double that of any other use. The industry should play to its strengths, expanding offerings that allow for sandwich experimentation. Introducing new formats and flavors will encourage consumers to consider bread as a nutritious meal component or convenient snack.”
– Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- How should the category address the topic of health?
- How can the industry keep bread fresh?
- How can the category compete with bakery offerings?

Mintel estimates that total U.S. sales of bread products will reach \$23.6 billion in 2013, an increase of 4% since 2008. While bread is consumed by 99% of households, the category has struggled with small year-over-year growth. Nearly one quarter of bread buyers say they've purchased less bread in 2013 than in 2012.

Dietary concerns related to sodium, sugar, and carbohydrates can be blamed for part of this shift. Brand volatility, including the sell-off of Hostess assesses likely also plays a role here, with major brands disappearing from shelves for a period.

New product innovation, including the expansion of gluten-free offerings, which consumers perceive as healthier, should mitigate losses. However, rising commodities costs may result in price increases that could drive consumers away. Bread manufacturers and marketers can retain patronage by promoting products as a staple to American meal plans; by developing products for specific meal part and day part use; by expanding flavored offerings; and by making products available that meet consumer interest in health and affordability.

This report builds on the analysis presented in Mintel's *Bread – U.S., September 2012*, as well as the November 2011, June 2009, June 2008, September 2007, January 2006, and February 2005 reports of the same title.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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