

Bread and Baked Goods - UK - October 2016

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“There is scope for retailers to bring bread and baked goods from local bakeries into stores through collaborations. This can help the grocery giants to show a community spirit, as well as improving their retail offering with genuinely artisan products.”
– **Emma Clifford, Senior Food and Drink Analyst**

This report looks at the following areas:

- **More exciting NPD is needed in baked goods to appeal to the adventurous younger generation**
- **Building up a 'behind-the-scenes' narrative for bread can win trust**
- **The time is right for more ethical NPD centring on fairer pay for British farmers**

The retail landscape for packaged sliced bread has been challenging for many years, seeing the value of this market plummet. However, the outlook is particularly bleak in 2016. The rate of annual decline has accelerated in 2016 to 6% taking value sales to £3.8 billion. Furthermore, the alternative breads and sweet baked goods segments which were providing a bright spot are both experiencing declines in 2016.

However, it is not all doom and gloom. The widespread interest from consumers in a range of innovation and consumers' appreciation of artisan baked products provides cause for optimism. NPD is set to be absolutely key for brands to maintain and grow consumer interest amid intensifying competition from other food products.

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