

Bread and Baked Goods - UK - January 2012

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“To more effectively compete with own-label, brands need to emotionally engage with consumers, extolling the virtues of their expertise and – in the case of the older bakeries – heritage. But they are likely to struggle to achieve this without a stronger media presence.”

– Alex Beckett, Senior Food Analyst

In this report we answer the key questions:

- How can bread brands win back share from own-label?
- How can the bread market re-engage with the ABs?
- How can manufacturers entice more 16-24s into the wrapped sliced bread market?
- Which bakery areas should branded manufacturers venture into?

Definition

This report examines the retail market for bread and baked goods in the UK.

Bread

Morning goods

- The morning goods market can be subdivided into: brioche loaves and rolls, croissants, crumpets, English muffins, farls, fruit loaves, hot cross buns, Irish bread, malt loaves, pain au chocolates and raisins, pikelets, potato cakes, scones, tea cakes, American muffins, doughnuts, fruit buns and iced buns.
- Doughnuts are also included in the market value as they are stocked with other baked goods.

Speciality bread

- For the purposes of this report, the speciality bread market is taken to include: bagels, baguettes, pittas, wraps, chapattis, naan breads, Panini, garlic bread (brown, seeded and white).

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