

Bread and Baked Goods - UK - September 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

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"While consumers' demand for variety highlights the potential for brands to benefit from continuing to develop their alternative baked goods offering, it represents a call to action for manufacturers not yet active in this segment to move into it."

– Heidi Lanschützer, Food and Drink Analyst

This report looks at the following areas:

- What measures can be taken to address the health myths about bread?
- What opportunities are there to justify a premium positioning?
- How can manufacturers mine variety to maintain users' engagement with the market?
- How can sweet baked goods leverage their snacking associations better?

Bread and baked goods are a quintessential household staple among UK consumers, reflected in the high usage levels, as well as in the high usage frequency of these items. Given the maturity of the market, product innovation is rife, making this a dynamic and highly competitive market.

Sales of bread and baked goods have achieved growth of an estimated 4% in 2013, while volumes have only grown by an estimated 1%, reflecting the pressure the market is facing from cost inflation.

Pre-packed bread has a great impact on the overall market. Despite a strong performance of speciality bread and sweet baked goods, the segment's muted growth slowed down overall growth. Pre-packed bread continues to see volumes falling, largely as a result of consumers switching to speciality bread such as wraps, pittas and bagels. In fact, the segment has flourished in recent years as it has successfully tapped into the rising consumer demand for variety. Additionally, sweet baked goods' strong growth suggests that this category has successfully tapped into the demand for portability and convenience – areas which bread brands still need to invest in.

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