

## Bread and Bread Products - US - September 2014

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“The US bread and bread products market is experiencing slow growth in 2014 and is expected to continue this pattern into 2019. Many consumers perceive bread as too high in carbohydrates and calories. Low-carb, low-calorie, and generally healthier breads (such as high fiber brands) are likely to help sales.”

- Amy Kraushaar, US Category Manager, Food and Drink

### This report looks at the following areas:

- How can brands overcome nutritional concerns?
- How can brands attract Millennials?
- Can brands encourage more snacking, appetizers?

The US bread and bread products category experienced slow growth between 2009 and 2014. Despite the role of bread as a household staple, Mintel's exclusive consumer research finds that consumers are more likely to report eating less of most bread types in the last six months rather than more. Many respondents cite health considerations – including high carbohydrates and calories – as reasons for eating less bread during this time. This report explores these factors, and provides analysis of the following:

- How households with children hold potential to grow sales, provided brands can provide the types of bread they are likely to buy and identify their reasons for buying them
- Competition from other breakfast foods, including snack/nutritional bars and yogurt products
- How packaged bread dominates the category and how other segments can compete
- The high number of key players and how private label manages to outsell all but the leading company, Grupo Bimbo
- Innovations in the category, including the expanding selection of nontraditional loaves, BFY (better-for-you) products, and interesting flavors.

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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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Theme: Nutrition

Brownberry

Brownberry TV ad

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Households with kids more likely to buy same amount/more ethnic bread

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Hispanics, Asians very apt to be buying the same amount/more of a range of nontraditional loaves

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