

Bread - Ireland - April 2015

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“Consumer interest in healthy baked goods should inspire NPD activity. Incorporating wholegrain as well as ancient grains such as chia and spelt is further likely to enhance the appeal of the category.”

– Sophie Dorbie, Research Analyst

This report looks at the following areas:

- Which products are most popular amongst Irish consumers?
- What NPD opportunities exist for bread and baked goods brands?
- How are manufacturers reacting to consumers' demand for healthier options?

Bread benefits from being a staple in Irish diets, meaning that steady growth is forecast for the market between 2015 and 2020. With wholemeal being the most widely consumed option in Irish households, it suggests that consumers are keen for healthier options.

In order to drive growth in the market, brands should look to invest in NPD, particularly where it focuses on health issues such as reduced fat and sugar-baked options, which are likely to be favoured by Irish consumers; whilst protein-rich loaves have the potential to appeal to the active market.

Looking ahead and with an improvement in consumer spending, interest in the artisan and speciality market is likely to grow. In-store bakeries which expand their ranges of freshly baked speciality bread may encourage consumers to trade up when shopping in-store.

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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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