

## Bakery Products: Bread - Canada - July 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Canadians are eating less bread according to market estimates from Mintel Market Sizes with many bread consumers agreeing they “try to limit the amount of bread they eat”. With this market softness bread manufacturers have innovated to address concerns from a nutritional perspective and have evolved the category in terms of flavour and format, moving it beyond a ‘wall of beige’.”

**- Joel Gregoire, Senior Food & Drink Analyst**

This report looks at the following areas:

- **Canadians are eating less bread**
- **Over a third of consumers try and limit the amount of bread they eat**
- **Different preferences by age may lead to shift in the breads consumers eat**

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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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The bread aisle has moved away from being a 'wall of beige'

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