

Bread - UK - September 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“That only a minority of consumers care about good value for most occasions when they eat bread reflects the relatively small role of bread in the overall food budget. This shows the scope for operators in this market to compete on factors other than price, exploring added value attributes to encourage consumers to trade up.”
– Amy Price, Senior Food and Drink Analyst

This report looks at the following areas:

- While there is clearly a space for healthy bread, not everyone is prioritising health
- A focus on green credentials would allow bread makers to chime with current consumer sentiment
- Promoting time saved can help packed lunches appeal to time-poor consumers
- Catering to consumers’ desire for variety presents opportunities in bread

A basket staple, usage of bread is almost universal, at 97%. However, bread consumption has been in long-term decline owing to trends for low carbohydrate diets, concerns about gluten and the rise in alternatives at key occasions such as breakfast and lunch, denting demand.

Yet volume sales are up (slightly) in 2018, even in pre-packed bread, the dominant segment. This has been driven by the success of ‘bread with bits’ or seeded varieties, which are tapping into the healthy eating and foodie trends and giving consumers a reason to pay more.

Indeed, bread prices are rising for the second year running, with rising wheat and manufacturing costs and a reduction in the number of promotions by the major supermarkets all having an upward influence. However, given the role of bread as an important item in the weekly shop, retailers will do their best to keep prices down for consumers going forward.

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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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Bread makers increase adspend in 2017

Warburtons solicits greatest commitment

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41% eat packaged sliced bread and 12% other types of bread daily
 Nutritional benefits interest 34%
 Convenience, value for money and health are of most importance
 Packed lunches seen to save you time by 82% of workers
 Variety appeals to bread users with 66% switching between products

Purchase and Usage of Bread

Bread buying is almost universal

Packaged sliced loaves lead

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...but unhealthy if eaten too often by 45%

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