

# Bakeries and Dessert Shops: Inc Impact of COVID-19 - UK - May 2020

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## This report looks at the following areas:

- The impact of COVID-19 on the bakeries and dessert shops market.
- How resulting changes in consumer behaviour will generate new opportunities for bakeries and dessert shops.
- Visitation of bakeries and dessert shops and most popular items purchased.
- What factors have the biggest influence on consumers' choice of bakery/ dessert shop.

COVID-19 is likely to deal fatal blows to some bakeries and dessert shops, especially those that were already struggling to stay afloat before the pandemic. And yet, COVID-19 will spur innovation within this sector. More brand collaborations can be expected as food operators unlock opportunities to combine resources and tap into consumer needs during the COVID-19 crisis, including partnering with takeaway brands that do not have a dessert menu. As more people turn to the internet in search for creative new ways to spend their time at home, a spike in home baking interest has emerged. This unlocks opportunities for operators to sell branded meal kits or recipe boxes that allow home bakers to make their favourite baked goods or desserts at home.



"As hunkering down at home becomes a new way of life, more bakeries and dessert shops should expand into home delivery or partner with takeaway brands that do not have a dessert menu to cater to those wanting to enjoy special treats at home."

**- Trish Caddy, Senior  
Foodservice Analyst – 29  
May 2020**

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