

In-store Bakery - US - February 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the in-store bakery market
- The impact of past recessions on in-store bakery sales
- Change in ISB product consumption from 2020
- Motivations for choosing the ISB over the aisle and vice versa

After several years of growth, the in-store bakery category experienced sales declines as a result of pandemic-triggered closures and changed shopping behaviors. Declines don't indicate a lack of consumer interest though; ISBs rebounded from an early pandemic drop-off, and a strong share of consumers increased their ISB product consumption in 2020. Still, the ISB will be challenged to rise to quickly evolving opportunities like reaching shoppers out-of-store, ensuring that the ISB meets a variety of dietary preferences and preventing cost-conscious consumers from deserting the ISB for the aisle.



"In-store bakery sales declined for the first time in more than a decade in 2020, as some retailers shut down bakeries during the initial phase of pandemic response and consumers turned to affordable aisle offerings and online shopping channels during a time of uncertainty and disruption."

– Kaitlin Kamp, Food and Drink Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition
- COVID-19: Market context
- Economic and other assumptions

EXECUTIVE SUMMARY

- Top takeaways
- Market overview

Figure 1: Total US sales and fan chart forecast of in-store bakeries, at current prices, 2015-25
- Impact of COVID-19 on in-store bakeries

Figure 2: Short-, medium- and long-term impact of COVID-19 on in-store bakeries, February 2021
- Opportunities and Challenges
- Re-emergence

Figure 3: Interest and experience with making and purchasing baked goods, December 2020

Figure 4: Baked goods purchase, by household income, December 2020
- Recovery

Figure 5: claims on new product introductions, bread products, % total, 2020

Figure 6: claims on new product introductions, cakes, pastries, sweet goods and cookies, % total, 2020

THE MARKET – KEY TAKEAWAYS

- ISB sales dip 2.4% amid pandemic disruption; bread rises above the rest
- Increased safety measures ease consumer health concerns
- #quarantinebaking has a short shelf life
- The ISB needs to improve its value proposition
- Extend the ISB experience online
- Put the BFY into ISB

MARKET SIZE AND FORECAST

- ISB sales slip as a result of COVID-19 limitations

Figure 7: Total US sales and fan chart forecast of in-store bakeries, at current prices, 2015-25

Figure 8: Total US retail sales and forecast of in-store bakeries, at current prices, 2015-25

What's included

Executive Summary

Full Report PDF

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- **Impact of COVID-19 on in-store bakeries**

Figure 9: Short-, medium- and long-term impact of COVID-19 on in-store bakeries, February 2021

- **Lockdown**
- **Re-emergence**
- **Recovery**
- **COVID-19: US context**
- **Learnings from the last recession**

Figure 10: Total US retail sales and forecast of in-store bakeries, 2007-12

SEGMENT PERFORMANCE

- **Breads and rolls find growth amid lagging market sales**
- **Breakfast bakery faces steep competition**
- **Desserts may need to go smaller in the interim**

Figure 11: Total US retail sales and forecast of in-store bakeries, by segment, at current prices, 2015-25

Figure 12: Market share % of total (and share change 2018-20), by segment, 2020

MARKET FACTORS

- **ISB safety measures have made a dent in COVID-19 concerns**

Figure 13: Baked goods from 7-Eleven in individual packaging

- **Cautious consumers hesitant to hold gatherings for the foreseeable future**
- **COVID-19 accelerates eCommerce**

Figure 14: Major grocery categories, online vs instore, February 2020

- **The at-home baking craze cools down**

Figure 15: Monthly social media mentions of at-home baking on Instagram, Pinterest and Twitter, March-November 2020

- **Persisting unemployment favors the center store**

Figure 16: U.S. unemployment, June 2018-November 2020

- **Consumers have a fresh take on BFY eating**

Figure 17: Opinions on food types, Net – any healthy, August 2020

- **Standalone bakeries take a hit**

MARKET OPPORTUNITIES

- **Expand the in-store bakery to include an online experience**

Figure 18: Examples of extended online engagement from grocery retailers

- **Encourage convenient, affordable experimentation**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 19: Grocery retailer advertisements

- **A baked good for everyone – appealing to specialty diets**

Figure 20: Specialized diet-friendly baked goods

- **Seasonal offerings are still an opportunity**

Figure 21: Seasonal baked goods

COMPANIES AND BRANDS – KEY TAKEAWAYS

- **The ISB expands its BFY territory**
- **Who needs a sheet cake right now, anyway?**
- **All the banana bread, none of the mess**

COMPETITIVE STRATEGIES

- **ISB offerings slowly catch up on BFY claims**

Figure 22: Claims on new product introductions, bread products, % change, 2019-2020

Figure 23: Claims on new product introductions, bread products, % total, 2020

Figure 24: Claims on new product introductions, cakes, pastries, sweet goods and cookies, % change 2019-2020,

Figure 25: Claims on new product introductions, cakes, pastries, sweet goods and cookies % total 2020,

- **Big baked goods go small for smaller gatherings**

Figure 26: Smaller sized baked goods

- **The ISB takes a page out of home bakers' playbook**

Figure 27: Trending bakery items

Figure 28: Top baking hashtags, Pinterest and Twitter, March-November 2020

Figure 29: Lemon and berry-flavored baked goods

THE CONSUMER – KEY TAKEAWAYS

- **The aisle continues to dominate baked goods purchases**
- **Despite sales declines, a strong share are eating more ISB items**
- **The aisle is pragmatic; the ISB is an experience**
- **Some COVID-19 safety concerns linger**
- **eCommerce participation has nowhere to go but up**
- **Consumers want to have their cake and health goals too**

BAKED GOOD PURCHASE

- **ISB breads fall behind packaged options**

Figure 30: Baked goods purchase, December 2020

- **Young consumers are less-engaged in baked goods**

Figure 31: Baked goods purchase, by age, December 2020

- **Parents are engaged ISB users**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 32: Baked goods purchase, by parental status, December 2020

- **Consumers recognize that the ISB comes at a premium**

Figure 33: Baked goods purchase - nets, by household income, December 2020

CHANGE IN BAKED GOODS CONSUMPTION

- **More than a third have increased their ISB patronage during COVID-19**

Figure 34: Change in baked goods consumption, December 2020

Figure 35: Baked goods purchases, November 2019-December 2020

- **Keep the Millennial momentum going**

Figure 36: Change in baked goods consumption, by age, December 2020

- **Convenience rules with dads**

Figure 37: Change in baked goods consumption, by parental status and gender, December 2020

REASONS FOR SHOPPING THE AISLE

- **The aisle wins for affordability, longer shelf life and range**

Figure 38: Reasons for choosing baked goods from the aisle over the ISB, December 2020

- **Highlight convenience to win over younger consumers**

Figure 39: Reasons for choosing baked goods from the aisle over the ISB, by age, December 2020

- **Target dads with health and flavor innovation**

Figure 40: Reasons for choosing baked goods from the aisle over the ISB, by parental status and gender, December 2020

REASONS FOR SHOPPING THE ISB

- **In-store bakeries should feel more like a bakery, less like a store**

Figure 41: Reasons for choosing baked goods from the ISB over the aisle, December 2020

- **Experimentation and customization are distinct advantages for those 25-34**

Figure 42: Reasons for choosing baked goods from the ISB over the aisle, by age, December 2020

Figure 43: Milk Bar sampler box

- **Position the ISB as a convenient option for special and everyday occasions**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 44: Reasons for choosing baked goods from the ISB over the aisle, by food and drink segmentation, December 2020

ISB ATTITUDES

- **A quarter of consumers have lingering safety anxieties around the ISB**
- **Nurture impulsivity**

Figure 45: ISB attitudes, December 2020

- **Those under 45 the most concerned about safety**

Figure 46: ISB attitudes, by age, December 2020

INTEREST AND EXPERIENCE WITH MAKING AND PURCHASING BAKED GOODS

- **There's opportunity to expand online participation**
- **Consumers under 45 more receptive to new methods**
- **Convert mix users with take and bake**

Figure 47: Interest and experience with making and purchasing baked goods, December 2020

Figure 48: Interest and experience with making and purchasing baked goods, by age, December 2020

Figure 49: Interest and experience with making and purchasing baked goods by baked good purchase, December 2020

INTEREST IN INNOVATION BY BAKED GOOD

- **Embrace freshness and health**
- **Breads can rise to artisanal, wellness challenges**
- **Sweets can bring the flavor**
- **Freshness the key to inspiring stronger engagement from older consumers**

Figure 50: Interest in ISB baked good innovation, December 2020

Figure 51: Interest in ISB baked good innovation – freshly made, by age, December 2020

- **Parents seeking out healthier options**

Figure 52: Interest in ISB baked good innovation, net – any baked good, by parental status, December 2020

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Forecast**
- **Consumer survey data**

What's included

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- **Direct marketing creative**
- **Abbreviations and terms**
- **Abbreviations**

APPENDIX – THE MARKET

Figure 53: Total US retail sales and forecast of in-store bakeries, at inflation-adjusted prices, 2015–25

Figure 54: Average household spending on in-store bakeries, by segment, 2015–20

Figure 55: Total US retail sales of in-store bakeries, by segment, at current prices, 2018 and 2020

Figure 56: Total US retail sales and forecast of in-store bakery desserts, at current prices, 2015–25

Figure 57: Total US retail sales and forecast of in-store bakery desserts, at inflation-adjusted prices, 2015–25

Figure 58: Total US retail sales and forecast of in-store bakery breads and rolls, at current prices, 2015–25

Figure 59: Total US retail sales and forecast of in-store bakery breads and rolls, at inflation-adjusted prices, 2015–25

Figure 60: Total US retail sales and forecast of in-store breakfast bakery, at current prices, 2015–25

Figure 61: Total US retail sales and forecast of in-store breakfast bakery, at inflation-adjusted prices, 2015–25

FOOD AND DRINK CONSUMER SEGMENTATION



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Full Report PDF

Infographic Overview

Powerpoint Presentation

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