

Packaged Bread - US - March 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the packaged bread market
- Consumer attitudes and behaviors related to bread
- Drivers behind packaged bread choice
- Ingredient claims of interest in the packaged bread category

After years of stagnation, the packaged bread category benefited strongly from a shift in consumer spending out of restaurants for breakfast and lunch during the pandemic. Those who maintain their work-from-home habits begun during the pandemic may well demand bread brands that demonstrate just how versatile their products can be, expanding their lunch and even snacking potential. Key to any growth in the category, however, will be health, particularly as consumers should show a renewed tendency toward nutrition, which brands may well mitigate through the promise of protein and fiber content.



"After nearly a half-decade of little growth, COVID-19 rejuvenated the bread category across segments. Strong ties to comfort, versatility, affordability and convenience are at the core of growth in 2020. 2021 is expected to be a transitional year: many will resume altered out-of-home routines, and others will remain cautious both financially and with their activities."

– **Billy Roberts, Sr. Analyst –**

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