

## Bread and Baked Goods - UK - October 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Health-related concerns are amongst the key barriers to more frequent usage of packaged sliced bread among infrequent users. Among these concerns, carbohydrates and calorie content are on a par."

- Amy Price, Senior Food and Drink Analyst

### This report looks at the following areas:

- Interest in healthier varieties of bread could help to alleviate concerns
- Pushing indulgence could help to position bread as more of a treat
- NPD offers a route to stand out in a crowded and declining market

This report examines the retail market for bread and baked goods in the UK. For the purpose of this report the market is classified as follows:

- Mintel's definition follows the classification used in the baking industry for bread, and includes a wide variety of both traditional British products and other breads not of UK origin. Traditional British breads include: white, brown and wholemeal, which may be sliced or unsliced, wrapped or unwrapped. A distinction is drawn between bread that is baked by plant/factory bakeries and stocked on grocery shelves (also called prepacked bread), and bread that is baked by in-store bakers. Part-baked products are also included. Please see the Appendix for further information on bread.
- The sweet baked goods market can be subdivided into: brioche loaves and rolls, croissants, crumpets, English muffins, farls, fruit loaves, hot cross buns, Irish bread, malt loaves, pains au chocolat and raisins, pikelets, potato cakes, scones, teacakes, American muffins, fruit buns and iced buns.
- For the purposes of this report, the speciality bread market is taken to include: bagels, baguettes, pittas, wraps, chapattis, naan breads, panini and garlic bread (brown, seeded and white, but excluding chilled garlic bread).

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### DID YOU KNOW?

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 Market – What You Need to Know

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Values decline as volumes rise in 2015

Bread and baked goods are expected to see a drop over 2015-20

Bread's health credentials remain under scrutiny

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Increased incomes should support sales

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Supermarket price war hits the prepacked sliced loaf

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Warburtons and Hovis lead on levels of trust and differentiation

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Health concerns curb bread intake of 31% of infrequent users

Shoppers welcome brands to ISB

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One in four see bread as processed

### Interest in Bread/Bread Product Concepts

Shoppers welcome brands to ISB

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