

## Bread - Ireland - April 2018

Report Price: £1095.00 | \$1478.58 | €1232.31

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“Sliced white loaves and pancakes are the main types of pre-packaged bread products bought by Irish consumers but pre-packaged wholemeal bread is gaining in popularity as increasingly health-conscious consumers are turning to ‘better-for-you’ products as they look to improve their diets and overall health and wellbeing.”

- James Wilson, Research Analyst

This report looks at the following areas:

- UK/NI consumers see bread prices increase
- Irish consumers visiting artisan bakeries
- RoI consumers prefer own-label breads, branded goods preferred in NI
- RoI consumers see personal finances improve

Sliced white loaves and pancakes are the main types of pre-packaged bread products purchased by Irish consumers. However, pre-packaged wholemeal bread is gaining in popularity as increasingly health-conscious consumers are turning to ‘better-for-you’ products to improve their diets and overall health and wellbeing. Irish consumers also think it is important to know where the ingredients in bread come from. Greater transparency throughout their supply chains can, therefore, show that bread and baked goods manufacturers and retailers have nothing to hide about their ingredients or from where they are sourced – something that will help brands to build trust among increasingly sceptical consumers.

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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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## Table of Contents

### Overview

What you need to know  
Issues covered in this Report

### Executive Summary

#### The market

Figure 1: Estimated value of the total bread/bread products market, NI and RoI, 2013-18

#### Forecast

Figure 2: Indexed estimated value of the total bread/bread products market, NI and RoI, 2013-23

#### Market factors

UK/NI consumers see bread prices increase  
Irish consumers visiting artisan bakeries  
RoI consumers prefer own-label breads, branded goods preferred in NI  
RoI consumers see personal finances improve  
Companies, brands and innovations

#### The consumer

##### Sliced white loaves remain popular among Irish consumers

Figure 3: Types of pre-packaged bread bought in the last month, NI and RoI, January 2018

##### Irish consumers buying fresh baguettes/bagels from in-store/traditional bakeries

Figure 4: Types of bread bought from an in-store/traditional bakery in the last month, NI and RoI, January 2018

##### NI consumers show a strong preference for pre-packaged baked goods

Figure 5: Types of pre-packaged baked goods bought in the last month, NI and RoI, January 2018

##### Irish consumers show preference for fresh baked scones, pastries and doughnuts

Figure 6: Types of baked goods bought fresh from an in-store/traditional bakery in the last month, NI and RoI, January 2018

##### Consumers want less salt and sugar in bread and baked goods

Figure 7: Agreement with statements relating to bread and baked goods, NI and RoI, January 2018

#### What we think

### The Market – What You Need to Know

2018 to see growth in bread sales  
Bread prices falling in RoI, increasing in NI  
Specialist bakers popular among Irish consumers  
RoI consumers continue to see improvements to personal finances

### Market Size and Forecast

#### Bread sales to grow in 2018

Figure 8: Estimated value of the total bread/bread products market, NI and RoI, 2013-23

#### Pre-packaged bread sales continue to dominate the market

Figure 9: Estimated value of the total bread and bread products market, by segment, NI and RoI, 2017 and 2018

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## Growth in bread sales to continue through 2023

Figure 10: Indexed estimated total of the bread and bread products market, NI and RoI, 2013-23

## Market Drivers

### Bread prices rising in the UK/NI

Figure 11: Consumer price index vs bread and cereal prices, UK (including NI), January 2016-February 2018

Figure 12: Consumer price index vs bread and other bakery product prices, RoI, January 2016-February 2018

### Desire for healthier lunches an opportunity for bread manufacturers

Figure 13: Agreement with the statement 'Packed lunches are healthier than eating out for lunch', NI and RoI, January 2018

### Own-label breads and baked goods popular in RoI

Figure 14: Consumers' preferences of branded vs own-label bread and baked goods, NI and RoI, September 2017

### Specialist bakers popular among Irish consumers

Figure 15: Top five types of food specialists/artisan retailers visited in the last three months, NI and RoI, September 2017

### Personal finances continue improving in RoI

Figure 16: Financial health of Irish consumers, RoI, January 2017 and January 2018

Figure 17: Financial health of Irish consumers, NI, January 2017 and January 2018

## Companies and Brands – What You Need to Know

Private label NPD dominates bread category

Hovis introduce electric delivery trucks to offset emissions

Genesis Crafty extend M&S contract to introduce up to 11 own-label lines

Bread companies in Ireland caught cold by added demand

## Who's Innovating?

### Strong NPD levels within UK and Irish bread market

Figure 18: Bread and bread products launched, UK and Ireland, 2013-17

### Most bread and bread products making vegetarian claim

Figure 19: New bread and bread products, by top 10 claims, UK and Ireland, 2013-17

### Private label dominates bread NPD

Figure 20: Number of new product launches in the bread market, by private label vs branded, UK and Ireland, 2013-17

## Companies and Brands

Allied Bakeries

Key facts

Product portfolio

Brand NPD

Recent developments

Aryzta

Key facts

Product portfolio

Recent developments

BFree

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Key facts

Product portfolio

Brand NPD

Recent developments

Genius Foods

Key facts

Product portfolio

Brand NPD

Recent developments

Genesis Crafty

Key facts

Product portfolio

Recent developments

Irish Pride

Key facts

Product portfolio

Recent developments

Irwin's Bakery

Key facts

Product portfolio

Brand NPD

Recent developments

Joseph Brennan Bakeries

Key facts

Product portfolio

Recent developments

Pat the Baker

Key facts

Product portfolio

Brand NPD

Premier Foods

Key facts

Product portfolio

Brand NPD

Recent developments

Kelkin

Key facts

Product portfolio

Brand NPD

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Udi's

Key facts

Product portfolio

## The Consumer – What You Need to Know

Pre-packaged breads popular among Irish consumers

NI consumers buying pre-packaged baked goods, fresh baked goods favoured in RoI

Consumers want less salt and sugar in bread and baked goods

## Usage of Bread Products

Sliced bread remains popular among Irish consumers

Figure 21: Types of pre-packaged bread bought in the last month, NI and RoI, January 2018

Irish women are the main buyers of bread

Figure 22: Consumers that have bought pre-packaged sliced wholemeal loaves in the last month, by presence of children in the household, NI and RoI, January 2018

Pre-packaged wholemeal breads appeal to Irish parents

Figure 23: Consumers that have bought pre-packaged sliced wholemeal loaves in the last month, by presence of children in the household, NI and RoI, January 2018

Irish consumers buying fresh baguettes and bagels from in-store and traditional bakeries

Figure 24: Types of bread bought fresh from an in-store/traditional bakery in the last month, NI and RoI, January 2018

Fresh baguettes and bagels popular among younger consumers

Figure 25: Consumers that have bought baguettes and bagels fresh from an in-store/traditional bakery in the last month, by age, NI and RoI, January 2018

Fresh savoury buns, rolls and baps appeal to working consumers

Figure 26: Consumers that have bought savoury buns, rolls or baps fresh from an in-store/traditional bakery in the last month, by work status, NI and RoI, January 2018

## Usage of Baked Goods

Pancakes popular among NI consumers

Figure 27: Types of pre-packaged baked goods bought in the last month, NI and RoI, January 2018

NI women the main buyers of pre-packaged pancakes

Figure 28: Consumers that have bought pre-packaged pancakes in the last month, by age, NI and RoI, January 2018

Pre-packaged scones appeal to C2DEF consumers

Figure 29: Consumers that have bought pre-packaged scones in the last month, by age and social class, NI and RoI, January 2018

Scones and pastries the most popular fresh baked goods

Figure 30: Types of baked goods bought fresh from an in-store/traditional bakery in the last month, NI and RoI, January 2018

Students and employed consumers enjoy fresh baked pastries

Figure 31: Consumers that have bought pastries (eg croissant/pain au chocolate) fresh from an in-store/traditional bakery in the last month, by work status, NI and RoI, January 2018

Irish parents buying fresh doughnuts

Figure 32: Consumers that have bought doughnuts fresh from an in-store/traditional bakery in the last month, by presence of children in the household, NI and RoI, January 2018

## Attitudes towards Bread and Baked Goods

Consumers looking for further reduction of unhealthy ingredients

Figure 33: Agreement with statements relating to bread and baked goods, NI and RoI, January 2018

Healthier breads appeal to Irish women

Figure 34: Agreement with the statement 'There should be a wider range of healthier breads', by gender, NI and RoI, January 2018

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Figure 35: Agreement with the statement 'There should be less sugar in bread and baked goods', by gender, NI and RoI, January 2018

### Knowing source of bread ingredients important to 16-24-year-olds

Figure 36: Agreement with the statement 'It's important to know where the ingredients in bread/baked goods have come from', by age, NI and RoI, January 2018

### Men willing to pay more for bread packaging that ensures freshness

Figure 37: Agreement with the statement 'Bread that comes in packaging that ensures freshness is worth paying more for', by gender and social class, NI and RoI, January 2018

## Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Market size rationale

Generational cohort definitions

Abbreviations

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