

# In-store Bakeries - US - February 2019

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## This report looks at the following areas:

- Overall penetration has room for growth
- Strong ties to special occasions overshadow everyday ones
- ISBs are just not top-of-mind with non-users

Key for the category will be expanding beyond its perception as a resource for events and special occasions. Expanding use of "everyday" products like freshly baked breads and other baked goods would fuel further growth. Engaging technology – both in-store and online – can help inform and drive traffic, if not orders. Apps and activating social media campaigns to promote scheduled tastings and events and to encourage fans to share their occasions will keep fans invested.



"Sales for in-store bakeries continue to grow steadily, reaching nearly \$13 billion in 2018 and expected to hit \$14.5 billion by 2023. Amid such growth, there is still potential to expand further, as penetration among consumers is somewhat low (just over 50%)."

- William Roberts, Jr, Senior Food & Drink Analyst

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