

Bread - UK - September 2019

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“While health concerns pose a barrier to uptake of bread, there is openness to bread with lower carbohydrates or made from more nutritious flour. Bread makers have the permission to position their products as contributing to healthy lifestyles.”

– Amy Price , Senior Food and Drink Analyst

This report looks at the following areas:

Similarly, tapping into current interest in gut health through emphasising bread as an easy way to get fibre into people’s diet continues to provides a means for keeping bread on the menu.

- Fibre content and gut health offer strong selling points for bread
- Greater potential for leftover ingredients
- Opportunities for branded ISB 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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Bread makers cut back on advertising spend

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- British flour appeals to 34%
- Opportunities for branded ISB bread and subscription services
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