

Packaged Bread - US - 2023

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This report looks at the following areas:

- Consumption of packaged bread including types and varieties
- Change in consumption of packaged bread
- Reasons for increased consumption and motivations to increase consumption
- Packaged bread purchase factors
- Packaged bread attitudes and behaviors
- Associations with different types of packaged bread

Consumers are increasingly placing their trust and dollars in a familiar staple – sliced bread loaves. However, the decreased consumption of most other types of packaged bread products compared to 2021 suggests that proving reliability and versatility will be critical in the short term as consumers' budgets are strained.

Certain demographics are more open to new ideas and less solidified in their habits, which will be key to the longer-term growth of the market. 41% of parents report increased consumption of packaged bread compared to last year and compared to 24% of consumers overall. While eating at home within budget is undoubtedly impacting consumption, growth is tied to increased exploration: parents and younger generations are trying new products and using bread in new ways. Since these consumers have less solidified behaviors, the time is now to engage, build trust and help form routines.

Inflation continues to disrupt the packaged bread market, playing a large role in the market's growth. As consumers continue to navigate inflation's impact on budgets and the rising price of packaged bread, products that can prove their versatility and reliability will win their place at the table. Show consumers how packaged bread can create simple meals for a range of occasions and stretch meals further.



“Packaged bread is simple and reliable, providing stability during volatile times. As consumers continue to navigate inflation and look for convenient at-home solutions, bread can provide a healthy mix of comfort, familiarity and accessible exploration to meet different consumer needs.”

– Kelsey Olsen, Food and Drink Analyst

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