

Bread and Baked Goods - UK - September 2014

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“Education around bread’s value-for-money credentials must go hand-in-hand with innovation in areas such as healthy baked goods and snacking formats if brands are to address falling category sales.”

– Richard Ford, Senior Food and Drink Analyst

This report looks at the following areas:

- A poor value-for-money perception poses a threat to market
- Interest in single-pack and filled rolls can boost on-the-go usage
- Marked openness to 'light' variants in baked goods

The bread and baked goods market is a mature one. Bread has a presence in the majority of British households, the high number of varieties supporting usage. However, the category is struggling, and is expected to see declines in 2014.

The market continues to be held back by the prepacked sliced bread category, which is expected to continue its long-term volume decline in 2014. While operators are investing in alternative products, growth in these looks to fall short of offsetting the above-mentioned decline and that in many sweet baked goods.

As the market faces competition from other categories, consumers’ openness to on-the-go bread products and healthier baked goods found in the research for this report highlight areas for operators to explore.

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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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