

Bakery Products - Canada - June 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Consumers are very clear about what matters to them when it comes to selecting bakery products and that is freshness. While this is not startling, what is of note is how much other concerns are less important.”
– Joel Gregoire, Senior Food & Drink Analyst

This report looks at the following areas:

- Freshness matters most to consumers
- Gluten-free is less important to consumers versus other factors
- Quebec consumers have more positive associations with bakery products
- Gender has an impact on bakery product consumption

Highly popular among Canadian adults, 99% ate a bakery product, be it bread or a sweet baked good, at some point in the three months leading to March 2015. Due to the category's universal penetration, opportunities for growth either lie in the further development of specific categories such as ethnic-inspired options that include foods like naan or in boosting the frequency at which bakery products are eaten. Some 35% of Canadians ate a bakery product on a daily basis during the three months looked at. While this is notable, it leaves 65% of the population either turning to the category less often or not at all during that period.

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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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