

## In-store Bakery Experience - Canada - November 2018

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Canada's grocery retail landscape is changing. While much of the chatter revolves around online shopping, the fact remains that most grocery "trips" happen on site. That said, the evolving divide between online and bricks and mortar means that to maintain an advantage, retailers are increasingly pressured to offer experiences that are relevant.

**- Joel Gregoire, Associate Director - Food & Drink**

This report looks at the following areas:

- Stand-alone bakeries represent an area of competition
- Longer-term stagnation in baked good sales
- Younger consumers are less likely to make purchases from in-store bakeries

In-store bakeries are a part of this equation. While freshness is of core value for in-store bakeries, it's not the only point of differentiation. Aside from assortment, retailers can look to model their bakeries to meet the variety of demands that today's consumers have. This extends beyond indulgent desserts, but also to snacks that can prove healthier for earlier parts of the day when consumers are more likely to consider factors related to health, energy and portability. In-store bakeries that work in concert with other in-store departments executing as part of a broader strategy to provide contemporary day-to-day meal and snack solutions stand to be more relevant.

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Abbreviations

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