

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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Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market

Values and volumes are down in 2019

Figure 1: Forecast of UK retail value sales of bread, 2014-24

Pre-packed bread holds the lead despite sales drop

Figure 2: UK retail value sales of bread, by segment, 2017-19

Companies and brands

Warburtons retains lead but sees sales fall in pre-packed bread; own-label grows

Figure 3: Leading brands' shares in the UK pre-packed bread retail market, by value, 2018/19*

Warburtons manages to grow sales in speciality bread and rolls

Figure 4: Leading brands' shares in the UK speciality bread and rolls retail market, by value, 2018/19*

Brands fight back against own-labels with NPD

Bread makers cut back on advertising spend

Warburtons is the most trusted brand; Hovis the most traditional

The consumer

Bread buying is almost universal, at 96%

Figure 5: Types of bread and bread products bought in the past month, June 2019

British flour appeals to 34%

Figure 6: Interest in innovation in bread, June 2019

Opportunities for branded ISB bread and subscription services

Figure 7: Behaviours related to bread, June 2019

Fibre content and gut health offer strong selling points for bread

Figure 8: Attitudes towards bread, June 2019

What we think

Issues and Insights

Fibre content and gut health offer strong selling points for bread

The facts

The implications

Greater potential for leftover ingredients

The facts

The implications

Opportunities for branded ISB bread

The facts

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The implications

The Market – What You Need to Know

Values and volumes are down in 2019

Values expected to rise but volumes to decline by 2024

White dominates pre-packed bread but bread with bits sees fastest volume rise

Bagels are the standout performer in rolls and speciality bread

Out-of-home lunch market remains a threat

Market Size and Forecast

Values and volumes are down in 2019

Figure 9: UK retail value and volume sales of the bread market, 2014-24

Values expected to rise but volumes to decline by 2024

Figure 10: Forecast of UK retail value sales of bread, 2014-24

Figure 11: Forecast of UK retail volume sales of bread, 2014-24

Forecast methodology

Market Segmentation

Pre-packed bread holds the lead despite sales drop

Figure 12: UK retail value sales of bread, by segment, 2017-19

White dominates pre-packed bread but bread with bits sees fastest volumes rise

Figure 13: UK retail value and volume sales of pre-packed bread, by type, 2017-19

Bagels are the standout performer in rolls and speciality bread

Rolls suffer ongoing decline

Figure 14: UK retail value sales of rolls and speciality bread, by types, 2017-19

Market Drivers

Health remains a concern for consumers

Out-of-home lunch market remains a threat

Figure 15: Out of home meals, by occasion, April 2018 and April 2019

Improved household incomes create opportunities for premium products

Figure 16: CPI vs average weekly earnings, 2013-19

Uncertainties surround consumer finances post-Brexit

Pressure grows on the food industry to reduce packaging waste

Rise in children should support sales, though slowing from previous trend

Figure 17: Change in age structure of the UK population, 2013-18 and 2018-23

Companies and Brands – What You Need to Know

Warburtons retains lead but sees sales fall in pre-packed bread; own-label grows

Warburtons manages to grow sales in speciality bread and rolls

Brands fight back against own-labels

Warburtons continues to step up NPD

Bread makers cut back on advertising spend

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Warburtons is the most trusted brand; Hovis the most traditional

Market Share

Warburtons leads in pre-packed bread, despite a fall in sales

Hovis sees values rise on the back of falling volumes

Kingsmill continues to struggle

Figure 18: Leading brands in the UK pre-packed bread retail market, by value and volume, 2016/17-2018/19

Warburtons manages to grow sales in speciality bread and rolls

New York Bakery Co sees sales bounce back

Figure 19: Leading brands in the UK speciality bread and rolls retail market, by value, 2016/17-2018/19

Launch Activity and Innovation

Brands fight back against own-labels

Figure 20: Share of new product launches in the UK bread market, by brand and own-label, 2015-19

Tesco took the lead by NPD in 2018

Figure 21: Share of new product launches in the UK bread and bread products market, by top companies (sorted by 2018), 2015-19

Figure 22: Tesco looks to flavour in flatbreads, 2019

Tesco expands its exclusive offering

Figure 23: Tesco launches Polski exclusive line, 2018

Asda and New York Bakery look to new flavours

Warburtons continues to step up NPD

Warburtons enters full-sized bagels market

Figure 24: Warburtons diversifies portfolio, 2019

Premium trend continues

Figure 25: Share of premium products in the UK bread market, 2015-19

Sourdough trend continues

Figure 26: Hovis and Modern Baker launch sourdough breads, 2018 and 2019

Healthy eating trends influence NPD

Seeded variants look to textural cues to create standout

Figure 27: Manufacturers look to texture to create standout, 2018 and 2019

Figure 28: Sainsbury's launches bread with 18% seeds, 2019

Figure 29: Rise Organic Bakery lists 21 seeds, US, 2017

Kingsmill launches vitamin-fortified bread

Figure 30: Kingsmill launches Vitamin Boost bread, 2018

Brands leverage gut health

Figure 31: Share of product launches in the UK bread market, by the high/added fibre claim, 2015-19

Figure 32: Manufacturers emphasise gut health, 2017 and 2018

Vegan claims rise

Figure 33: Share of product launches in the UK bread market, by the vegan/no animal ingredients claim, 2015-19

Figure 34: Products with a vegan claim, 2019

Manufacturers look to ethical/environmental measures

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Tesco to use unsold loaves in new products

Baker Street emphasises fresher for longer claim

Figure 35: Baker Street emphasises freshness on-pack, 2018

Figure 36: Baker Street emphasises freshness at trade show, 2019

Jackson's removes palm oil from Champion bread

Advertising and Marketing Activity

Bread advertisers cut back

Figure 37: Total above-the line, online display and direct mail advertising expenditure on bread, 2015-19

Warburtons leads on spend and hires De Niro for bagel campaign

Figure 38: Warburtons' POS display, 2019

Figure 39: Total above-the line, online display and direct mail advertising expenditure on bread, by leading advertisers, (sorted by 2018), 2015-19

Figure 40: Total above-the line, online display and direct mail advertising expenditure on bread, by leading brands, 2019*

Hovis brings back bike ad

Deli Kitchen continues partnership with Tom Daley

M&S supports sourdough bread in 2019

Nielsen Ad Intel coverage

Brand Research

Brand map

Figure 41: Attitudes towards and usage of selected brands, July 2019

Key brand metrics

Figure 42: Key metrics for selected brands, July 2019

Brand attitudes: Warburtons leads on trust

Figure 43: Attitudes, by brand, July 2019

Brand personality: New York Bakery Co. seen to be the most fun

Figure 44: Brand personality – Macro image, July 2019

Hovis seen to be traditional

Figure 45: Brand personality – Micro image, July 2019

Brand analysis

Warburtons is seen to offer trust and consistent high quality

Figure 46: User profile of Warburtons, July 2019

Hovis leads on perceptions of tradition and health

Figure 47: User profile of Hovis, July 2019

New York Bakery Co. seen to be the most indulgent, special and fun

Figure 48: User profile of New York Bakery Co., July 2019

Brace's struggles to compete with the larger brands

Figure 49: User profile of Brace's, July 2019

Kingsmill trails the leaders but is seen to be a family brand by 40%

Figure 50: User profile of Kingsmill, July 2019

Roberts is seen to offer an excellent experience among three in ten users

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Figure 51: User profile of Roberts, July 2019

The Consumer – What You Need to Know

- Bread buying is almost universal, at 96%
- White bread still the most popular
- 42% eat packaged sliced bread and 18% other types of bread daily
- British flour appeals to 34%
- Opportunities for branded ISB bread and subscription services
- Fibre content and gut health offer strong selling points for bread

Purchase and Usage of Bread

- Bread buying is almost universal, at 96%
- Packaged sliced loaves lead
- Bagels see buying rise
 - Figure 52: Types of bread and bread products bought in the past month, June 2019
- White bread still the most popular
 - Figure 53: Types of packaged sliced loaves bought in the past month, June 2019
- Limited crossover between white, wholemeal and bread with bits
 - Figure 54: Crossover in purchasing of packaged sliced loaves in the past month, June 2019
- Consumers have a large repertoire
 - Figure 55: Repertoire of types of bread bought in the past month, June 2019
- 42% eat packaged sliced bread and 18% other types of bread daily
 - Figure 56: Frequency of eating bread in the past month, June 2019

Interest in Innovation

- British flour appeals to 34%
 - Figure 57: Interest in innovation in bread, June 2019
 - Figure 58: Sainsbury's references use of British flour, 2019
- 24% are interested in lower carb bread

Bread Behaviours

- Opportunities for branded ISB bread
 - Figure 59: Behaviours related to bread, June 2019
- Unusual ingredients spark widespread interest - freshly baked offers a strong platform
- Appealing to time-poor shoppers could help to drive packed lunches
- Greater potential for leftover ingredients
 - Figure 60: Swedish and French bread brands look to beer as an ingredient, 2019
- Minority interest in subscription services

Attitudes towards Bread

- Fibre content and gut health offer strong selling points for bread
- Fibre and gut health spark coverage and interest
- Bread's strong image as a source of fibre offers currency for brands

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Figure 61: Attitudes towards bread, June 2019

- Sustainability can win over shoppers
- Consumers question packaging
- Opportunities for premiumisation

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Forecast methodology

Figure 62: UK value sales of bread, best- and worst-case forecast, 2019-24

Figure 63: UK volume sales of bread, best- and worst-case forecast, 2019-24

Appendix – Market Share

Figure 64: Leading manufacturers in the UK pre-packed bread retail market, by value and volume, 2016/17-2018/19

Figure 65: Leading manufacturers in the UK speciality bread and rolls retail market, by value, 2016/17-2018/19

Appendix – Launch Activity and Innovation

Definition

Figure 66: Share of sourdough products of all new launches in the UK bread market, 2015-19

Figure 67: Share of new product launches in the UK bread market, by top 10 claims (sorted by 2018), 2015-19

Figure 68: Share of new product launches in the UK bread market, by claim category, 2015-19

Figure 69: Share of new product launches in the UK bread market, by package type, 2015-19

Appendix – Advertising and Marketing Activity

Figure 70: Total above-the line, online display and direct mail advertising expenditure on bread, by category, (sorted by 2018), 2015-19

Figure 71: Total above-the line, online display and direct mail advertising expenditure on bread, by media type, 2015-19

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