

In-store Bakeries - US - February 2020

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This report looks at the following areas:

- Natural claims could boost ISBs
- Capitalizing on the local connection
- Indulgence dominates, and the future may be in alternative ingredients

Younger consumers have yet to significantly engage in the category but should do so as they establish households of their own. Disposable income levels continue to grow, further boding well for the category, particularly considering the relatively strong degree of consumer interest in novel flavor concepts, locally made goods and freshness.



"Sales at in-store bakeries have increased steadily each year for the past half-decade, growing 15% since 2014 to reach \$13.5 billion, and the category still seems to have a significant amount of potential."

- William Roberts, Jr, Senior Food & Drink Analyst

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