

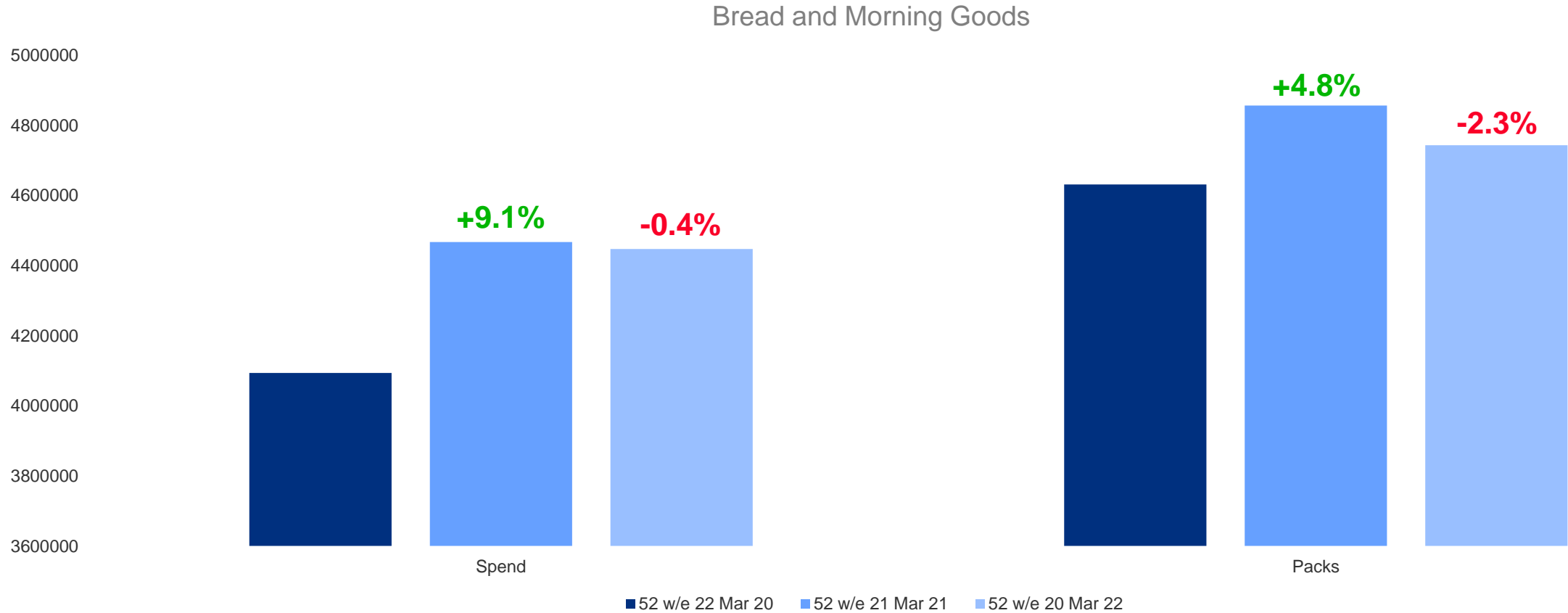
KANTAR

Federation of Bakers – Market Overview

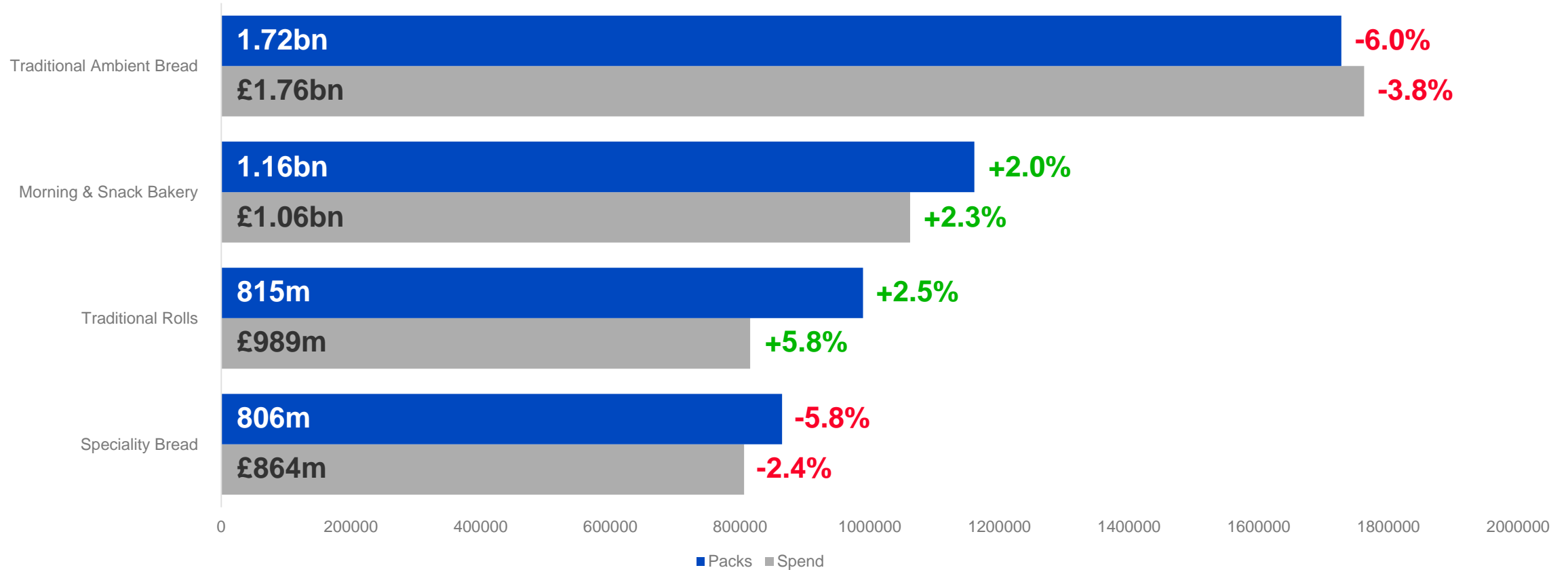
William Birtwhistle
Kantar – Worldpanel



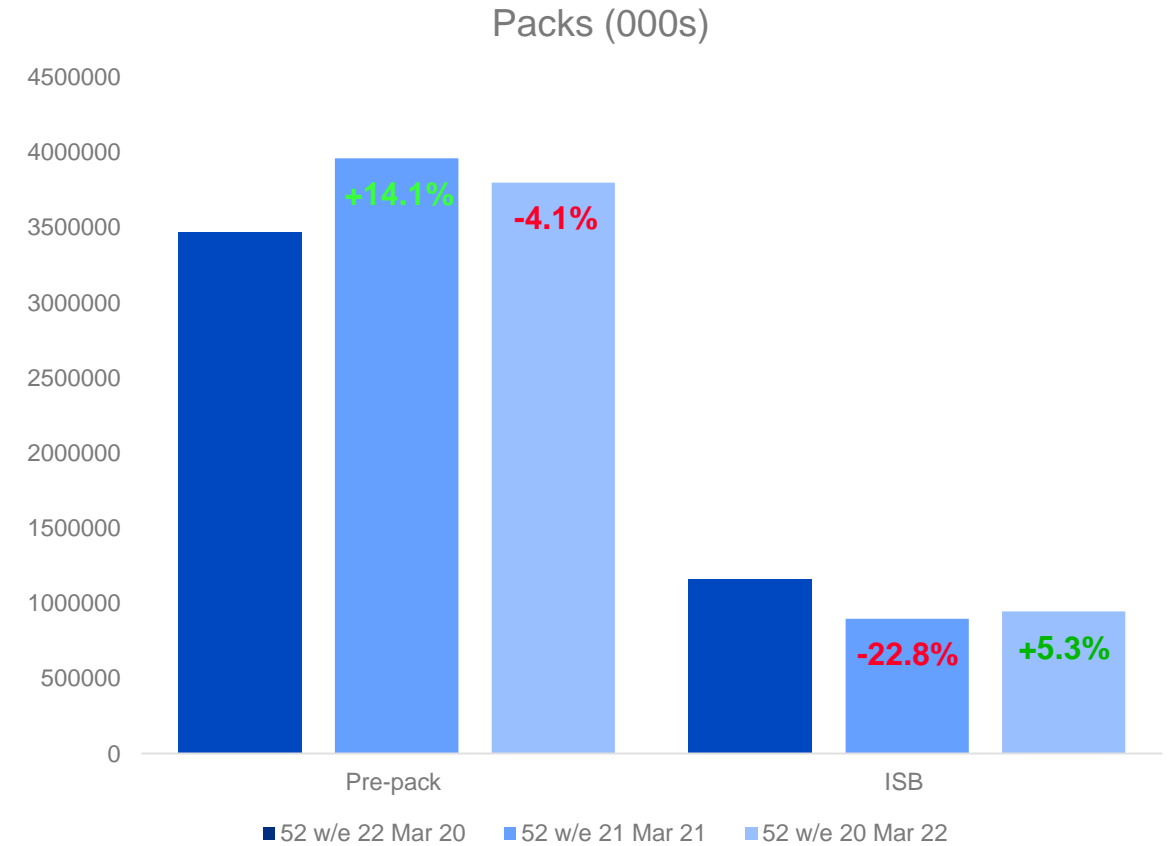
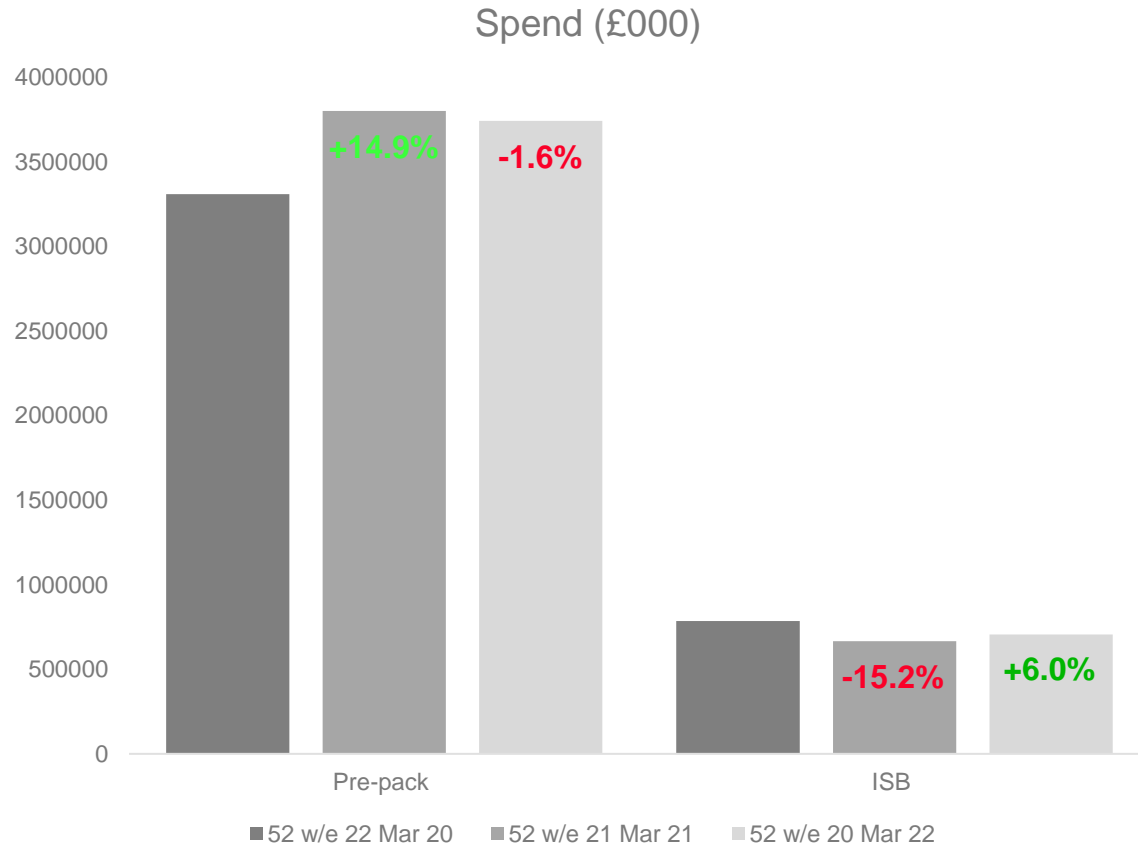
Following strong growth during lockdown the category flattened in the year to March '22, value declines less than packs resulting in price increases.



The return to work signals a reversion to the mean as traditional rolls and morning snacks grow.

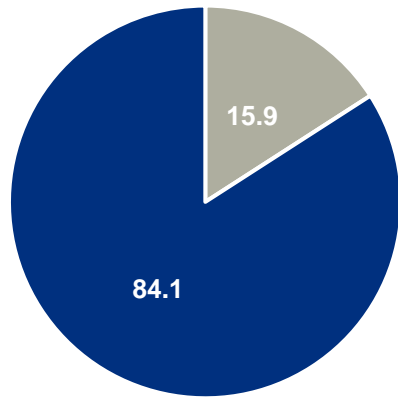


ISB is boosted by the drive for normality as hygiene concerns are diminished. Both spend and packs yet to reach pre-pandemic levels.



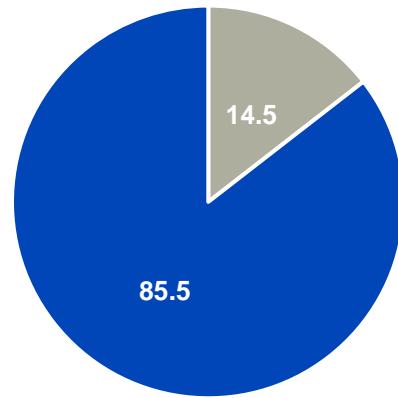
Rolls continue to have the largest share in ISB, but still below the 37.6% pre-pandemic. They are the only segment to see ISB declines vs previous year.

Total Bread & Morning Goods



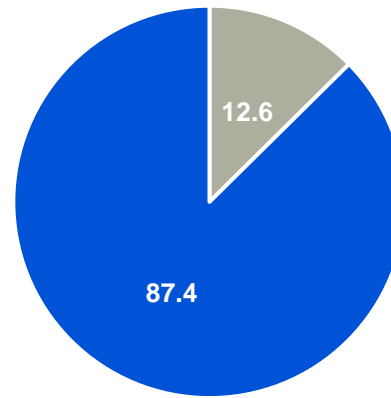
■ In-store Bakery ■ Pre-Packed

Traditional Ambient Bread



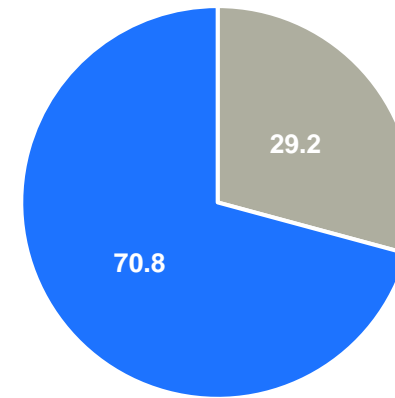
■ In-store Bakery ■ Pre-Packed

Morning & Snack Bakery



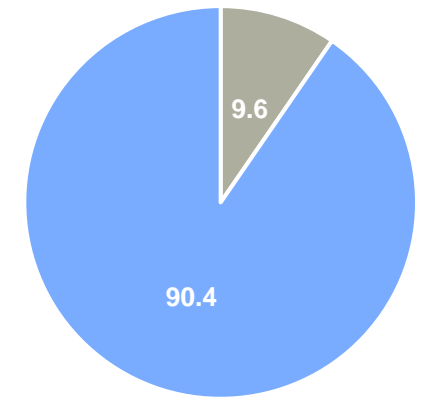
■ In-store Bakery ■ Pre-Packed

Traditional Rolls



■ In-store Bakery ■ Pre-Packed

Speciality Bread



■ In-store Bakery ■ Pre-Packed

Thank you

William Birtwhistle

William.Birtwhistle@kantar.com

