

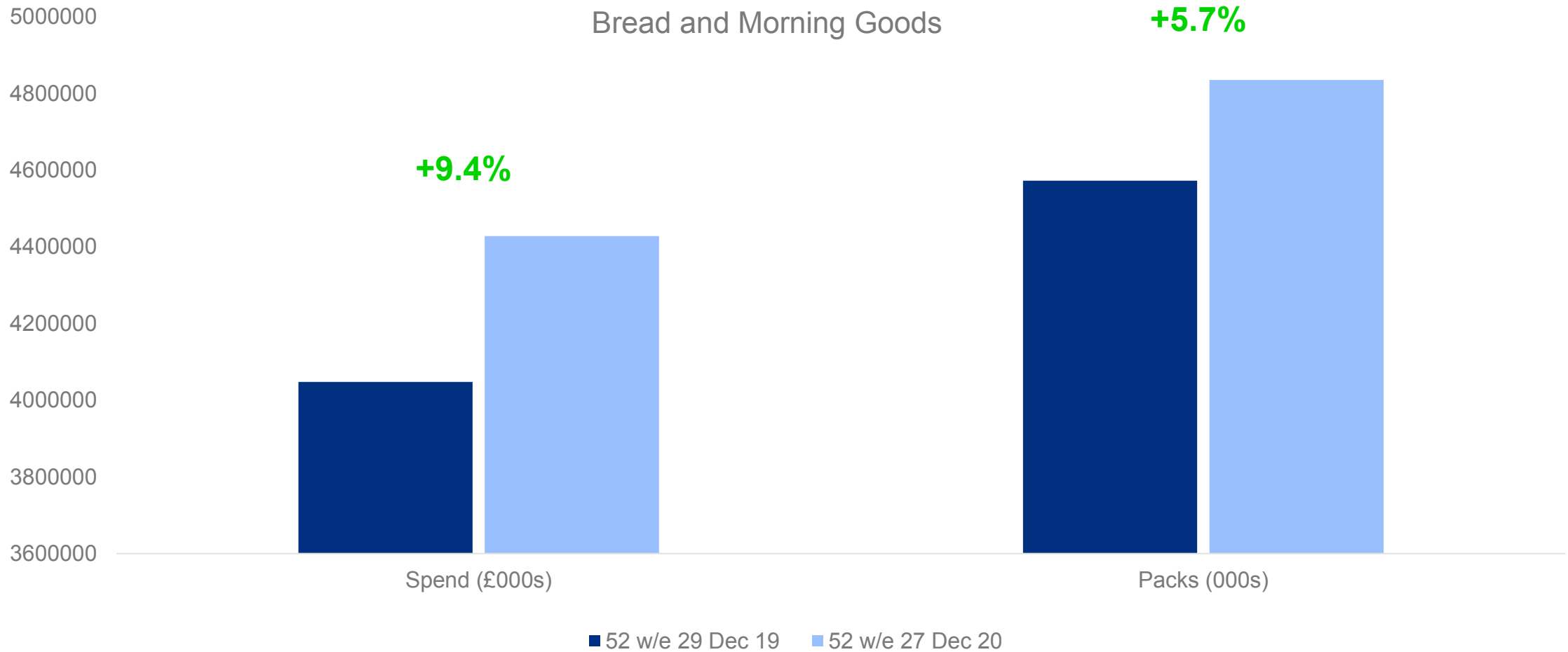
Federation of Bakers – Bakery Market Overview

Data ending 27th December 2020

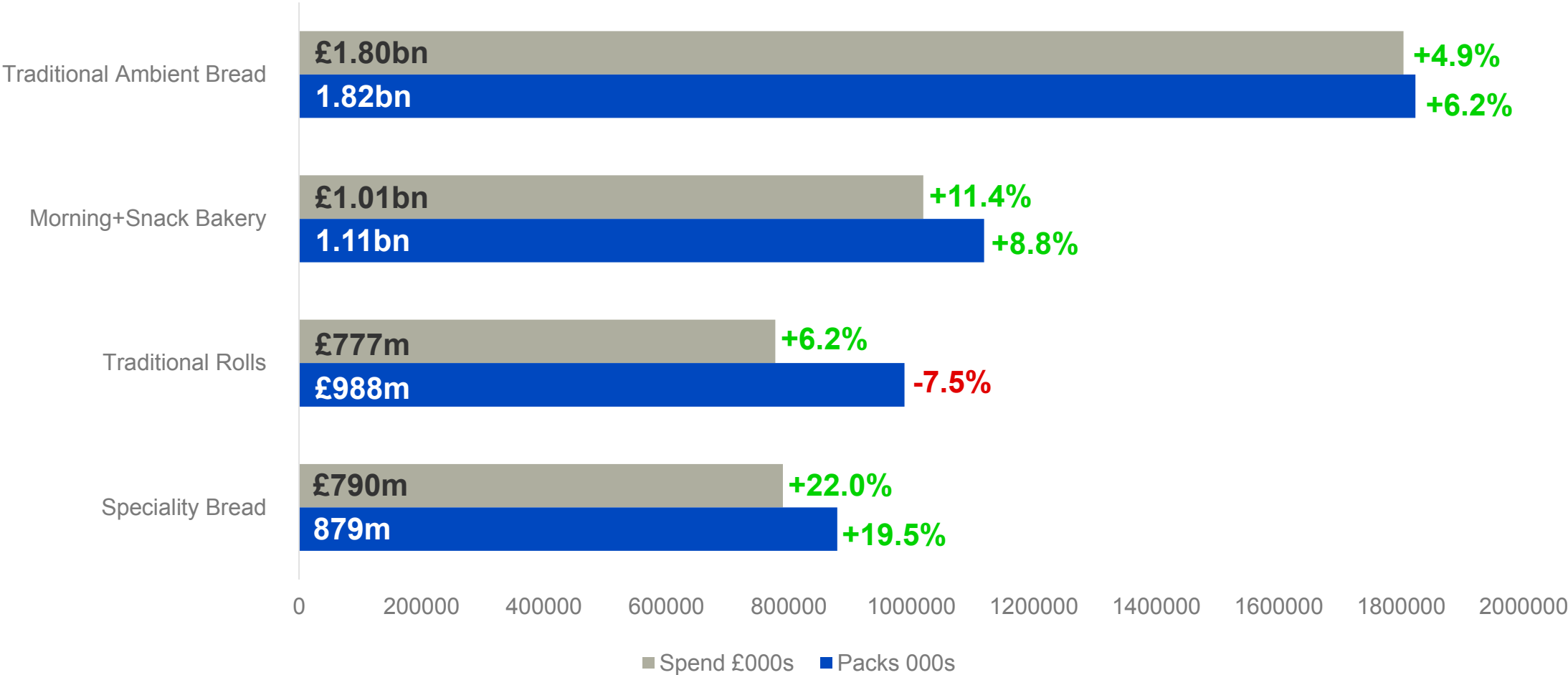
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The pandemic has led to strong growth in Bakery thanks to more in home occasions. Growth is behind Total Grocery (+12.3%), which is driven by Alcohol and Frozen.

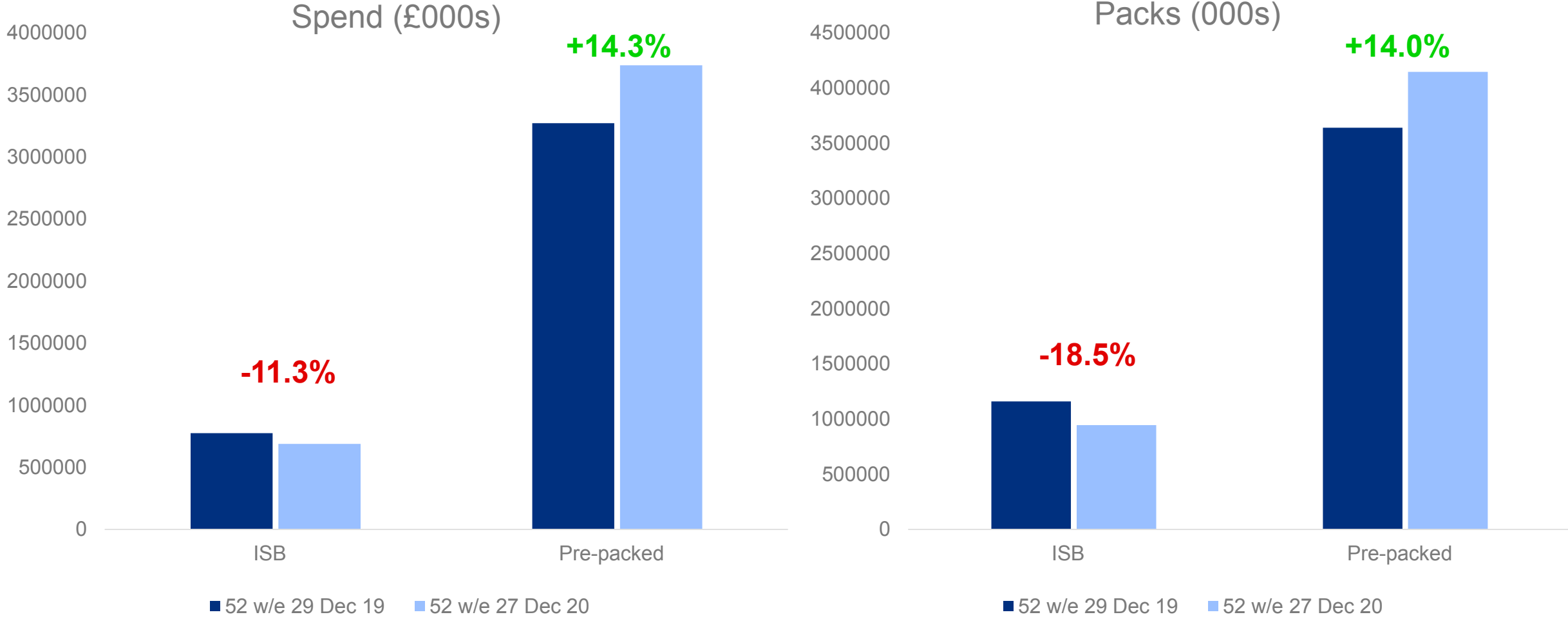


Speciality bread performs best, as a sector benefitting from consumers trying to recreate the out of home experience, in home.

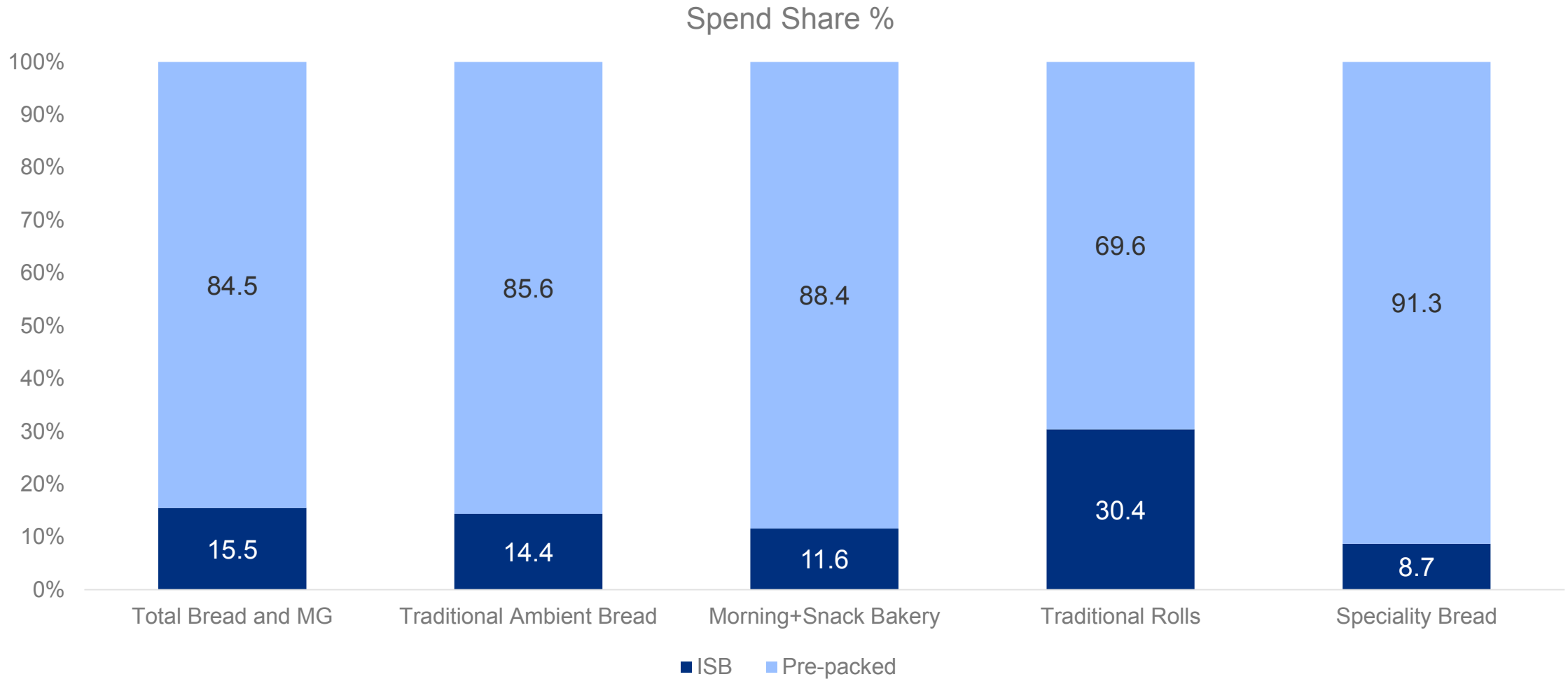


Source: Kantar Worldpanel, Total Bread and Morning Goods, 52 w/e 27th December 2020

Shoppers continue to chose prepacked over ISB, due to hygiene concerns and prepacked having a longer shelf life.



Consequently, ISB loses share in all sectors vs last year. Rolls continue to have the largest ISB presence with just under a third of sales coming from ISB.



Thank you

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