

# KANTAR



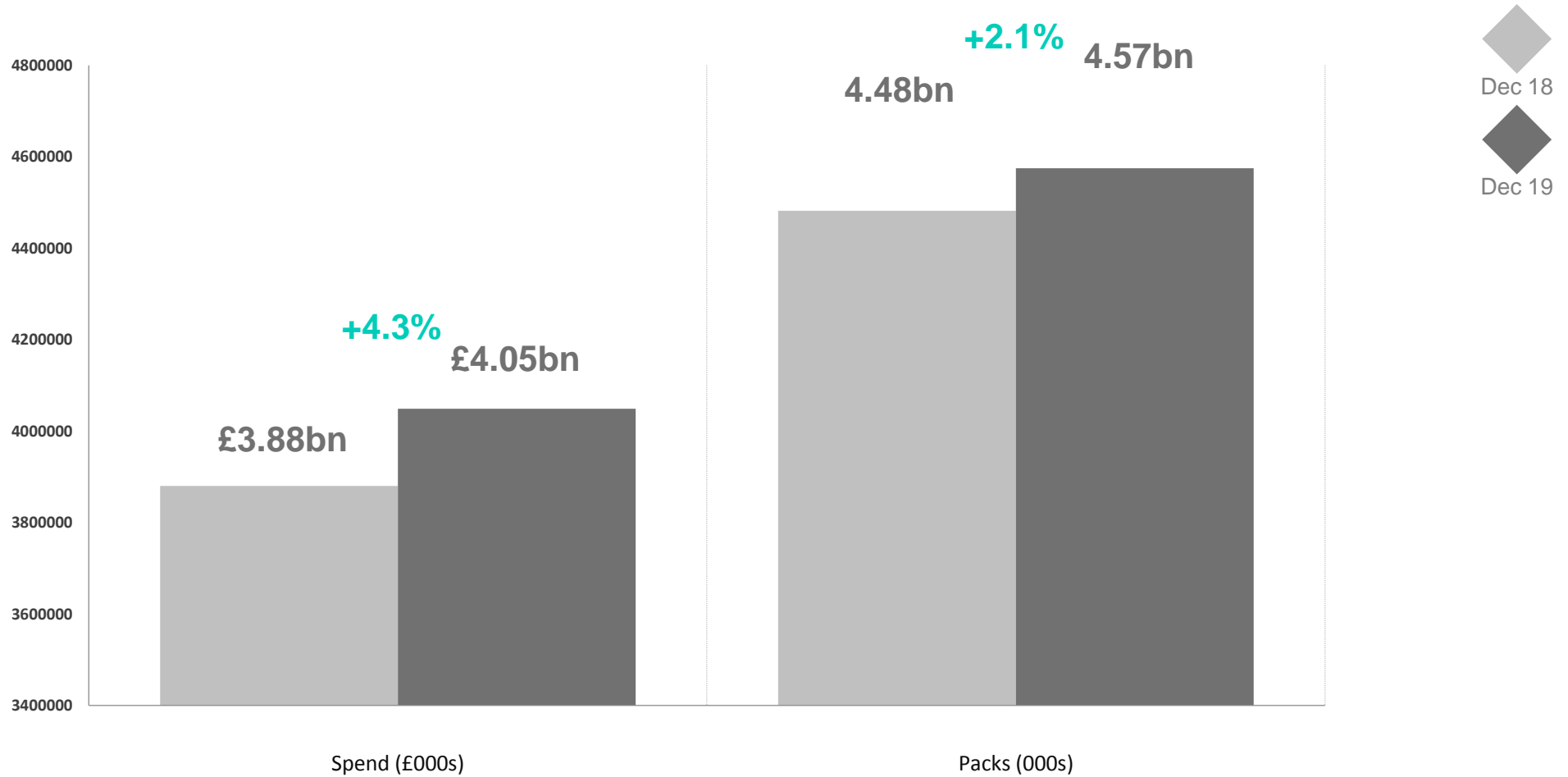
## Federation of Bakers Bakery Market Overview

Data Ending 29th December 2019

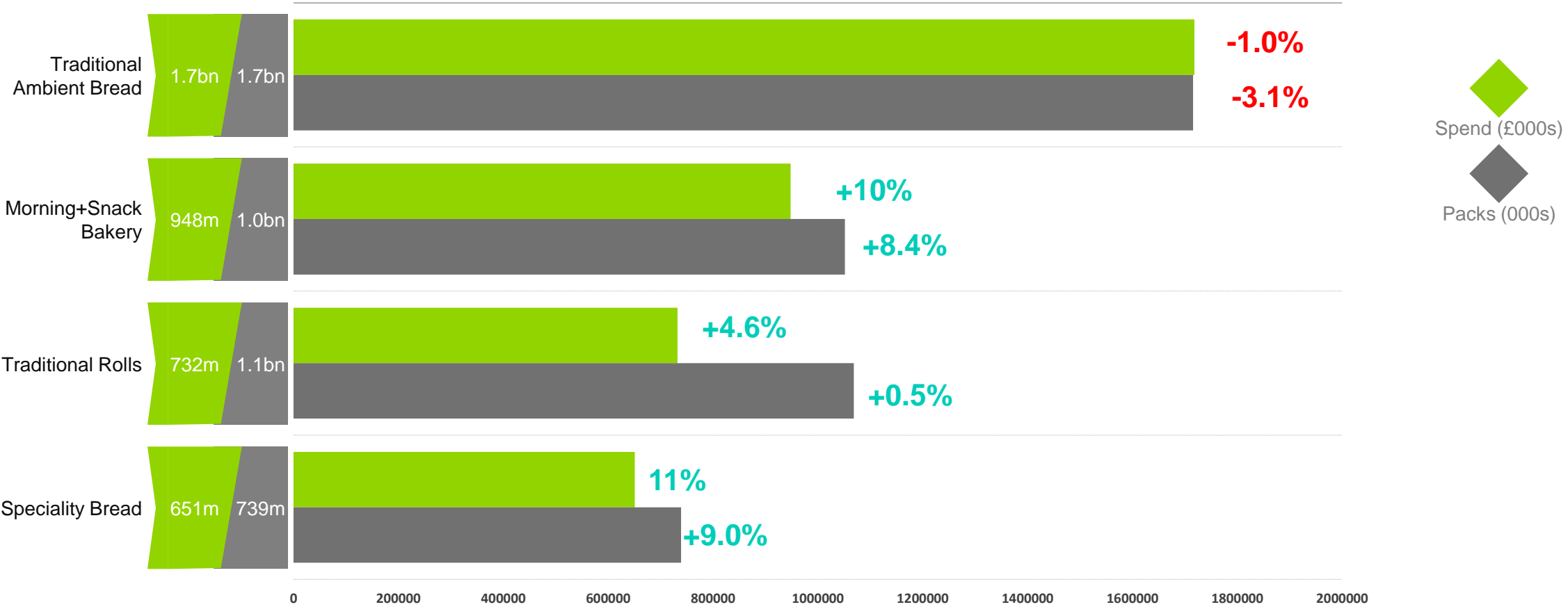
Kantar – Worldpanel Division

Flora Zwolinski

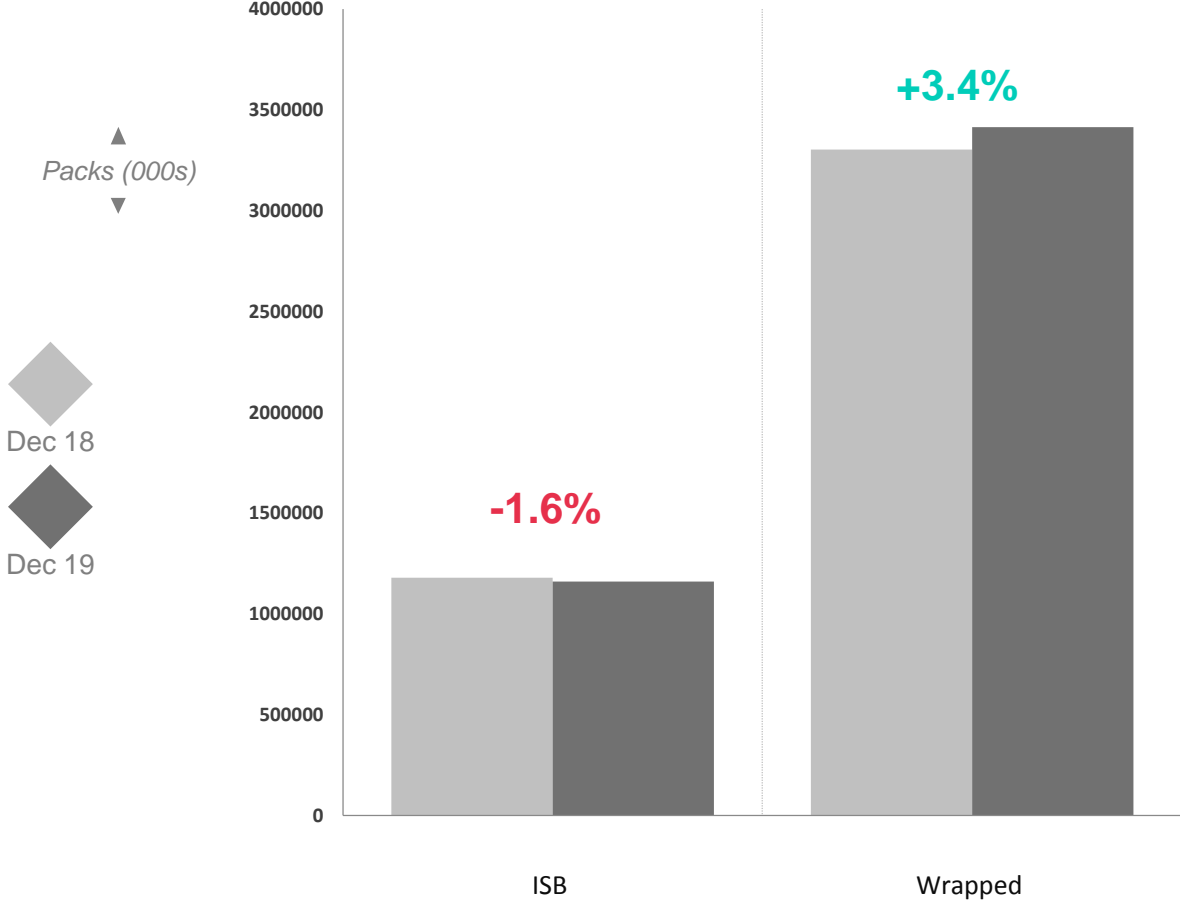
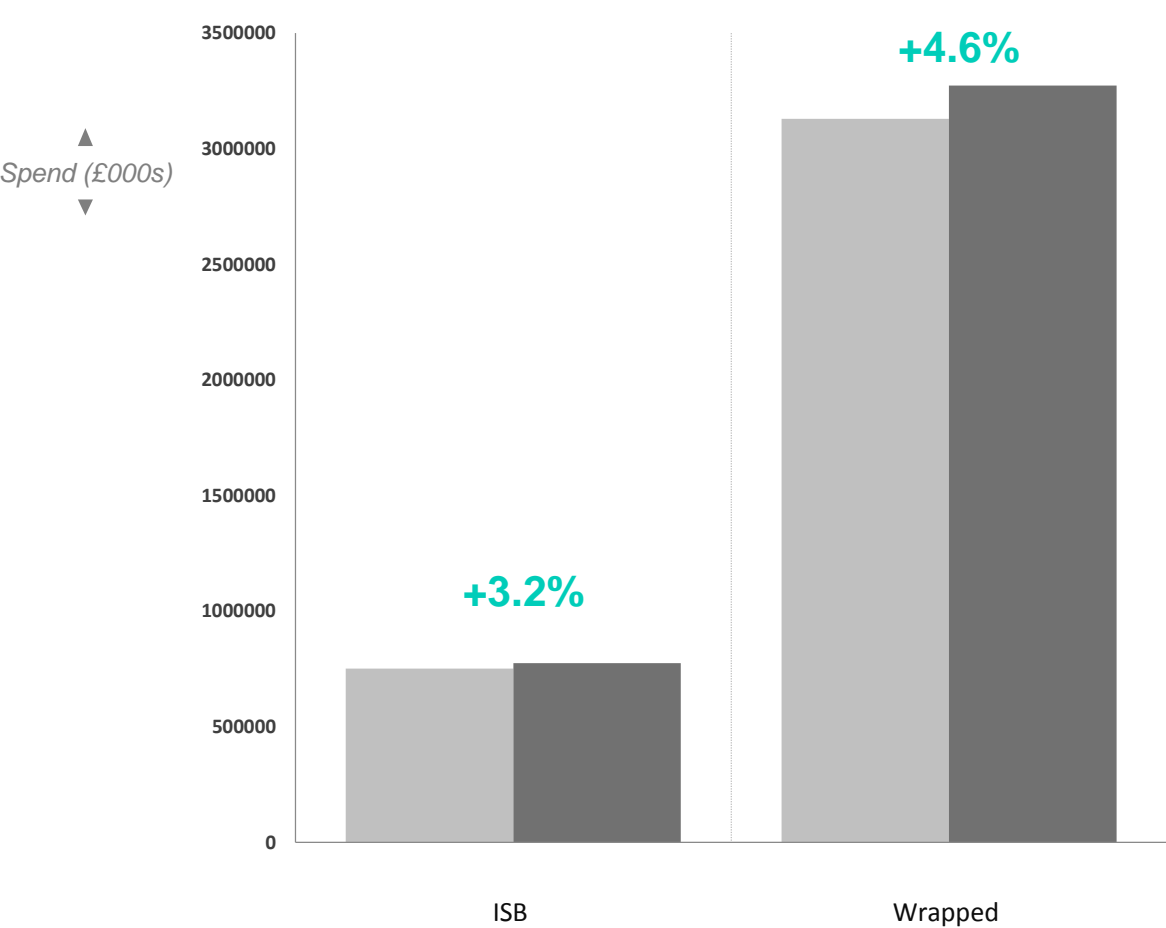
The Bread and Morning Goods sector continues to perform strongly in both Value (+4.3%) & Volume (+2.1%). This growth means the sector is now worth over £4bn. Higher average prices drive performance in addition to shoppers buying Bread & Morning Goods more often.



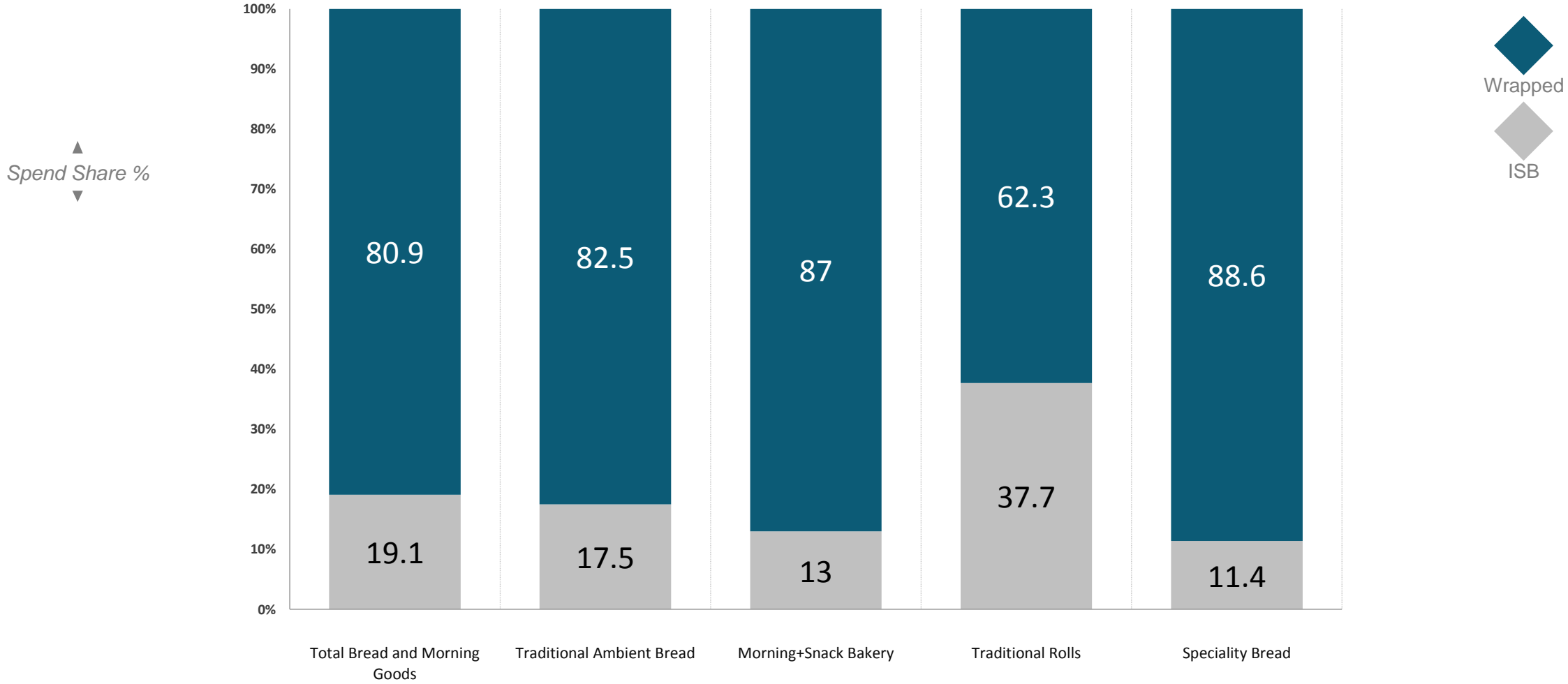
Traditional Ambient Bread remains the largest sector in Bread and Morning Goods although it is the only one to see value decline (-1%) & Volume decline (-3.1%). The best performing sub-sector continues to be Speciality Bread, however this is the smallest sub-sector. Morning+Snack Bakery performance follows closely behind, growing value by +10%



Despite showing growth with regards to value, ISB continues to show volume decline (-1.6%). In contrast, Wrapped Bakery continues to perform strongly showing growth in value (+4.6%) & volume (+3.4%). Higher prices drive growth in addition to shoppers buying wrapped bread more often and buying more of it.



At Total Market, ISB accounts for 19.1% of the market; smallest proportion of the market its held since Dec 2015. The only sub-sector to over trade in ISB is Traditional Rolls, making up nearly 40%. Speciality Bread & Morning+Snack Bakery have the smallest proportion of ISB & are both the best performing sub-sectors.



Thank you



For further information please contact:



Flora Zwolinski



Tel.: +44 (0)77 8727 1553



Flora.Zwolinski@kantar.com