



# Federation of Bakers – Bakery Market Overview

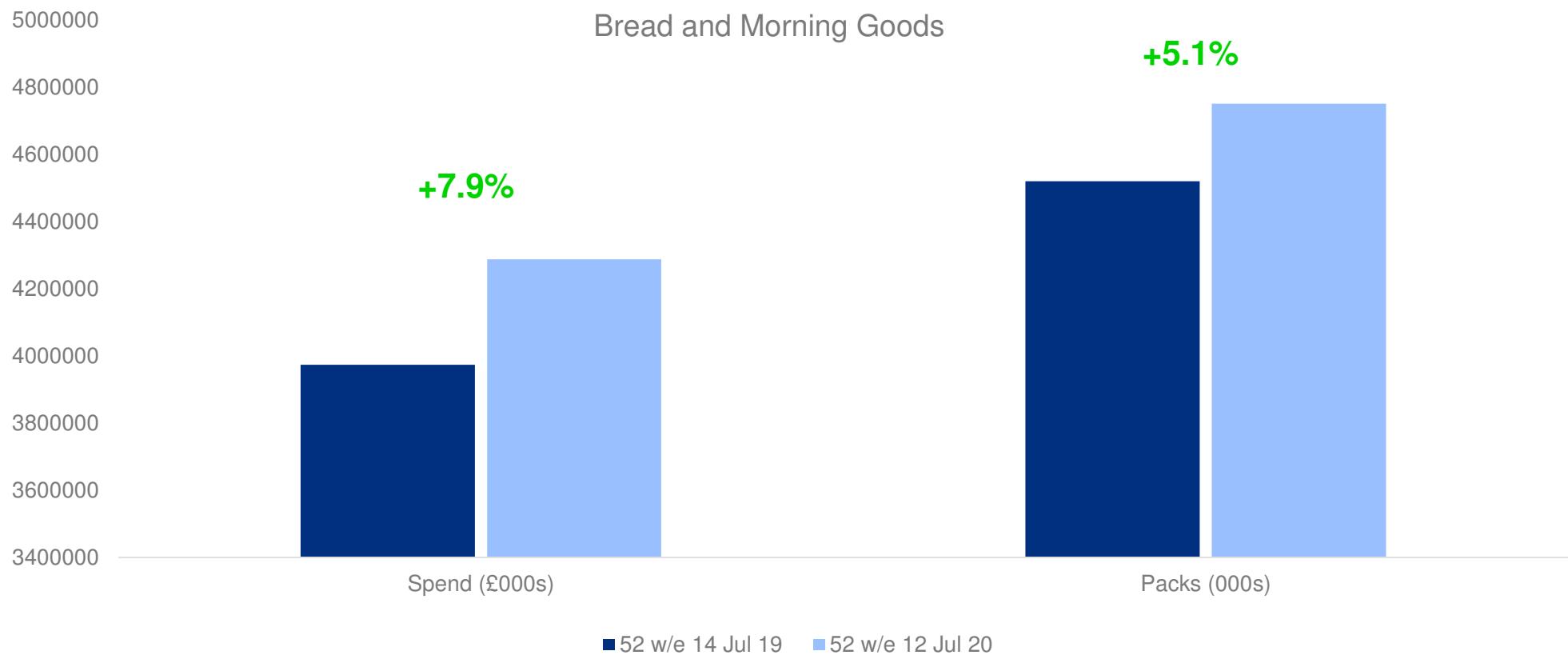
Data ending 12<sup>th</sup> July 2020

Flora Zwolinski

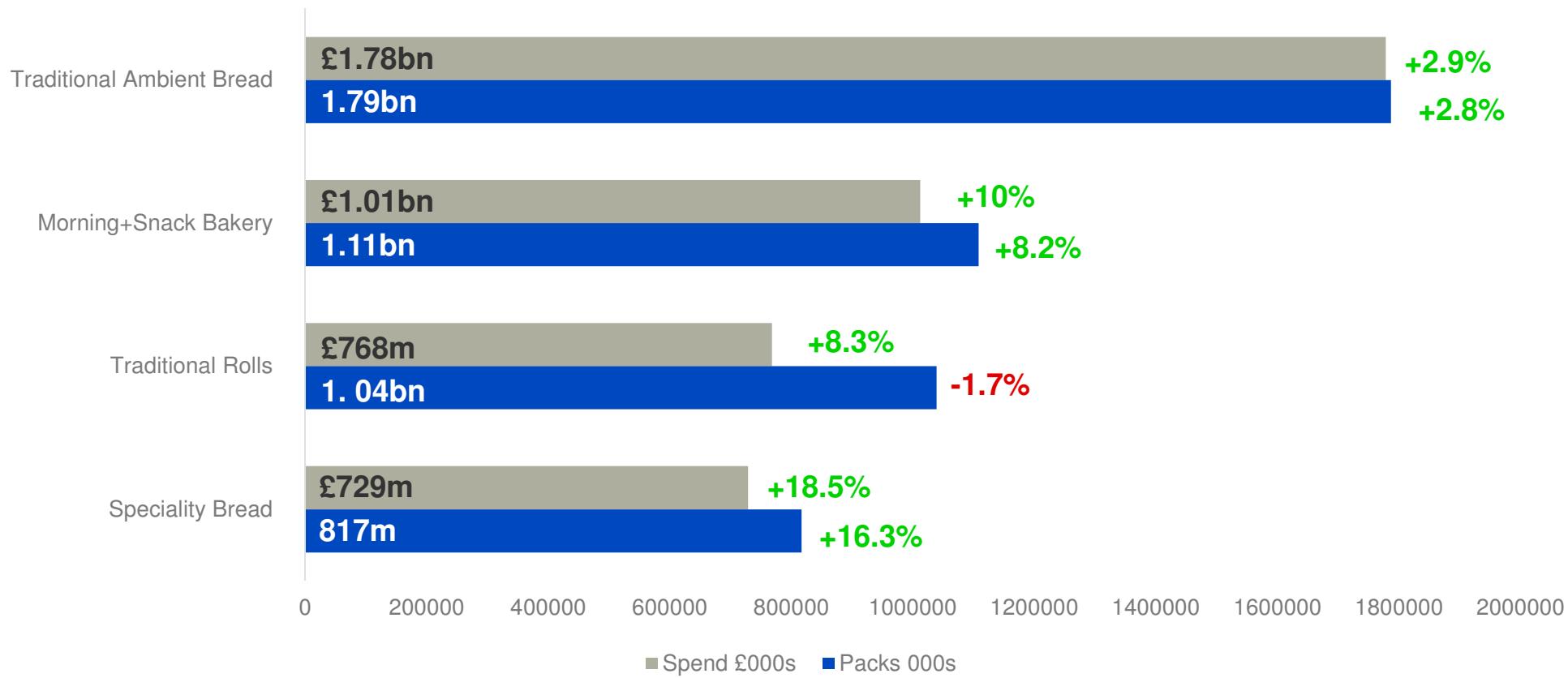
Kantar – Worldpanel Division



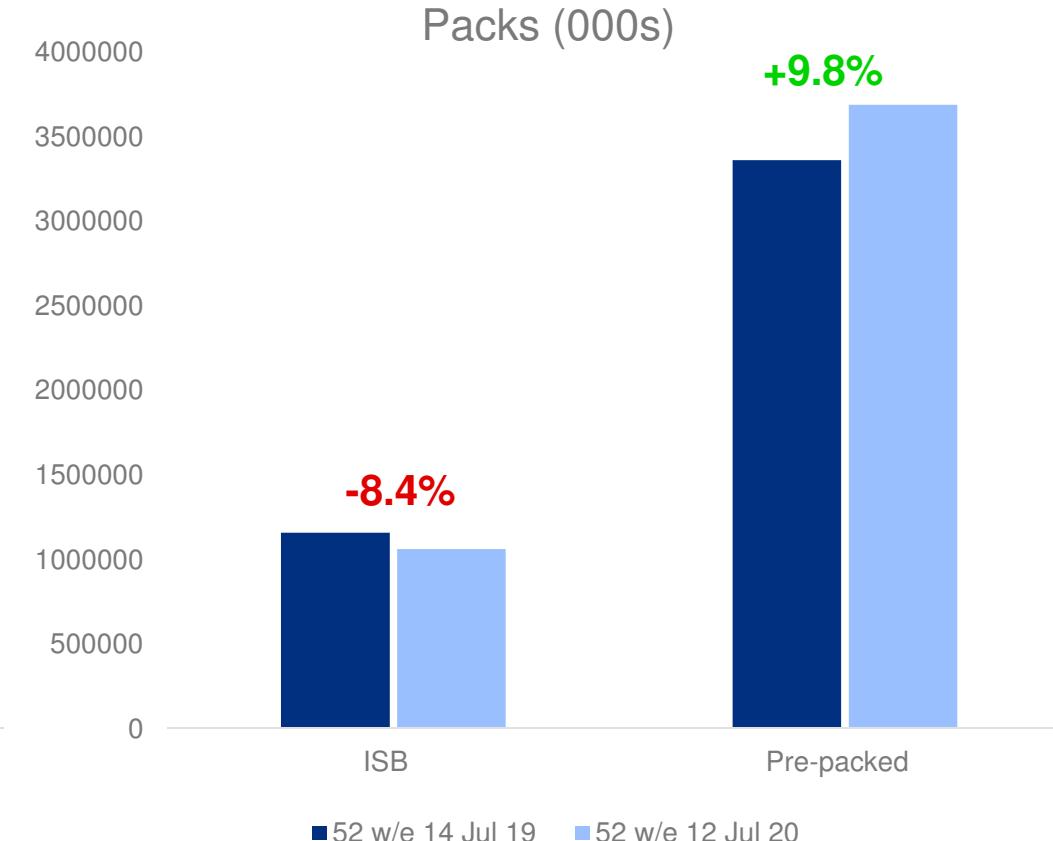
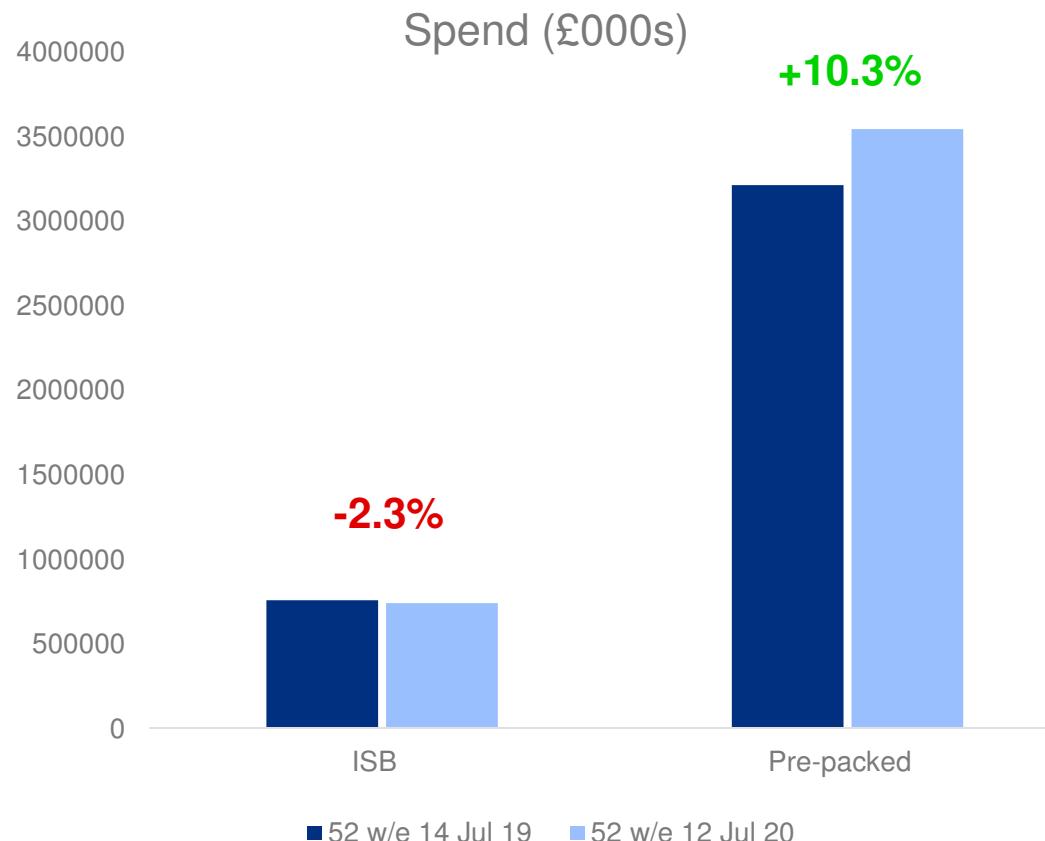
**Lockdown measures prevented us from going out, meaning we saw a significant rise in the number of in home consumption occasions. Bakery is one of the many categories that has benefitted from this, seeing value and volume growth.**



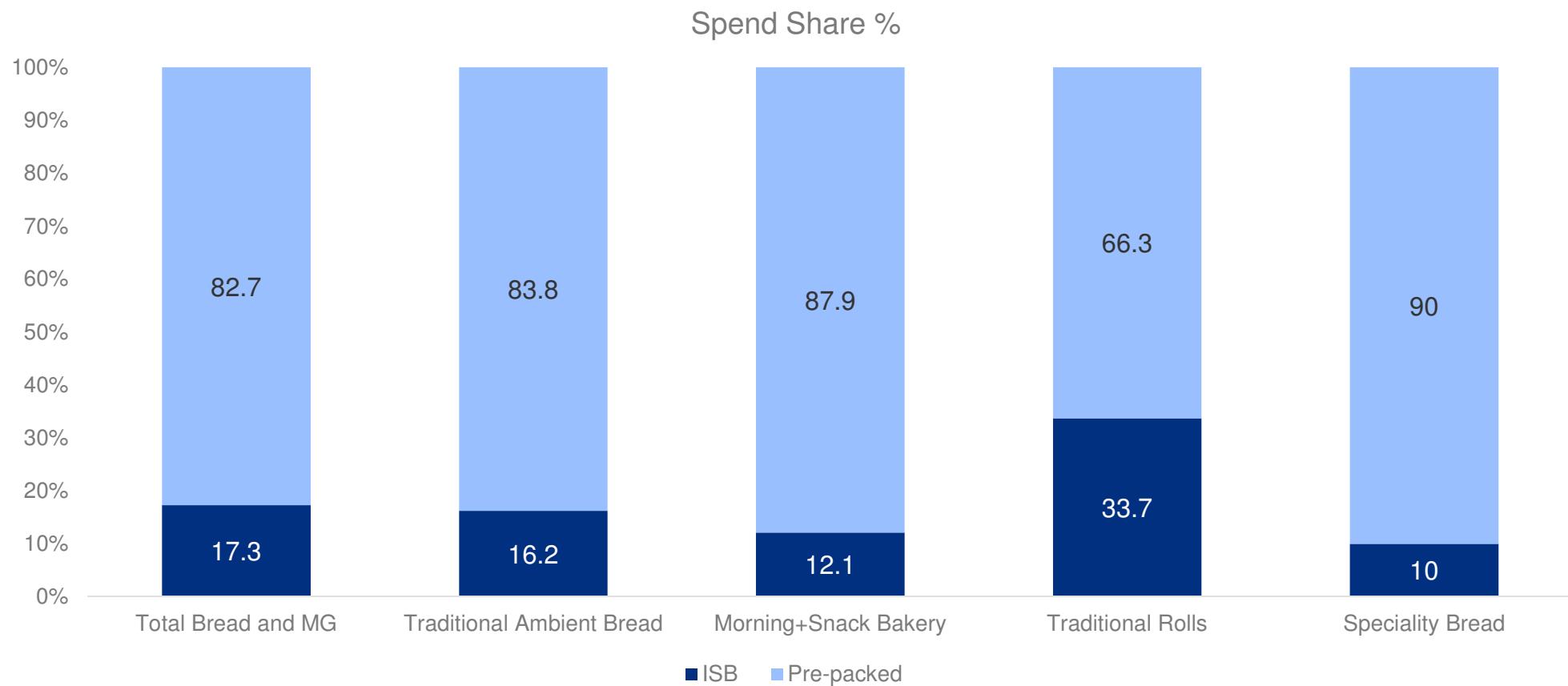
**Popular sectors pre-pandemic, Morning Bakery and Speciality Bread, continued to grow the fastest. It also lead to a turn around in Traditional Bread's performance.**



**A concern around hygiene has caused the loose ISB products to suffer, as consumers turned to wrapped products in an effort to avoid contracting the virus.**



**This has lead to ISB losing share in all sectors, currently holding just 17.3% at and Total Bread and Morning Goods.**



# Thank you

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