



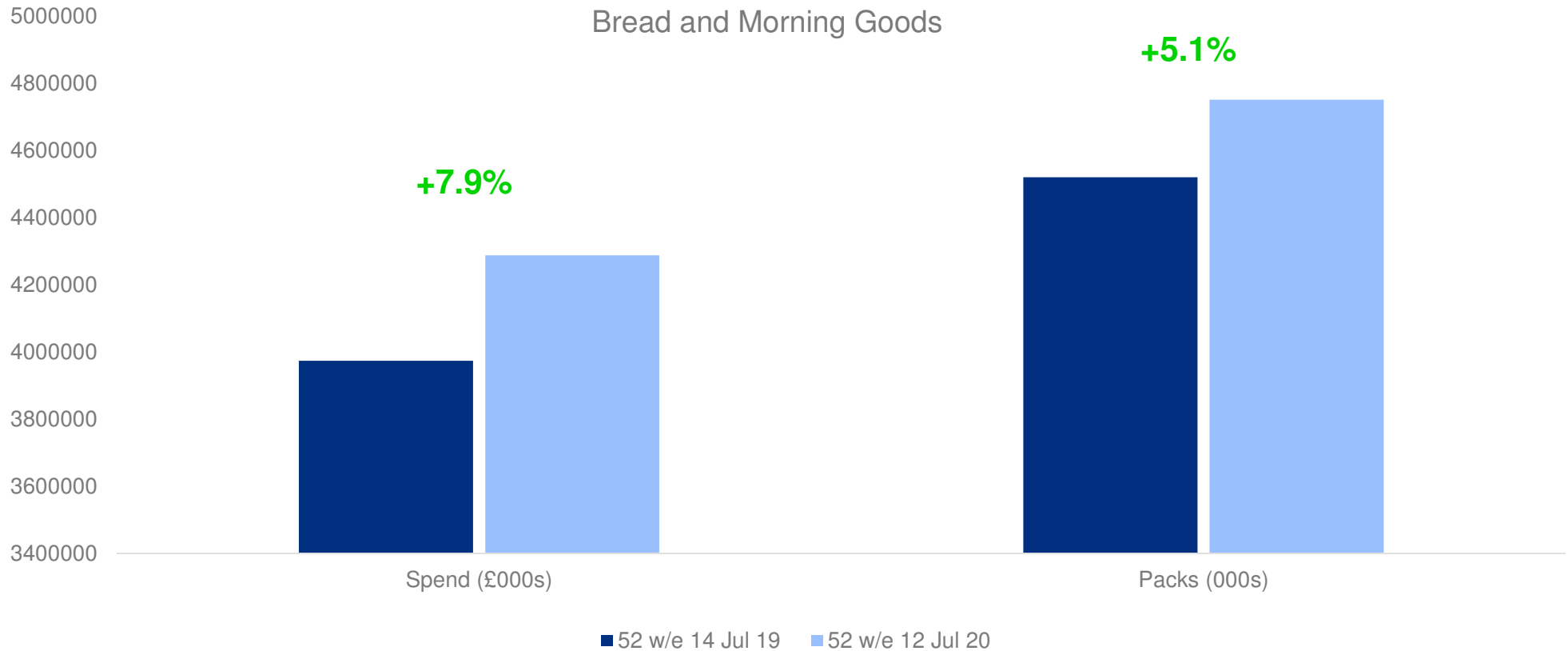
Federation of Bakers – Bakery Market Overview

Data ending 12th July 2020

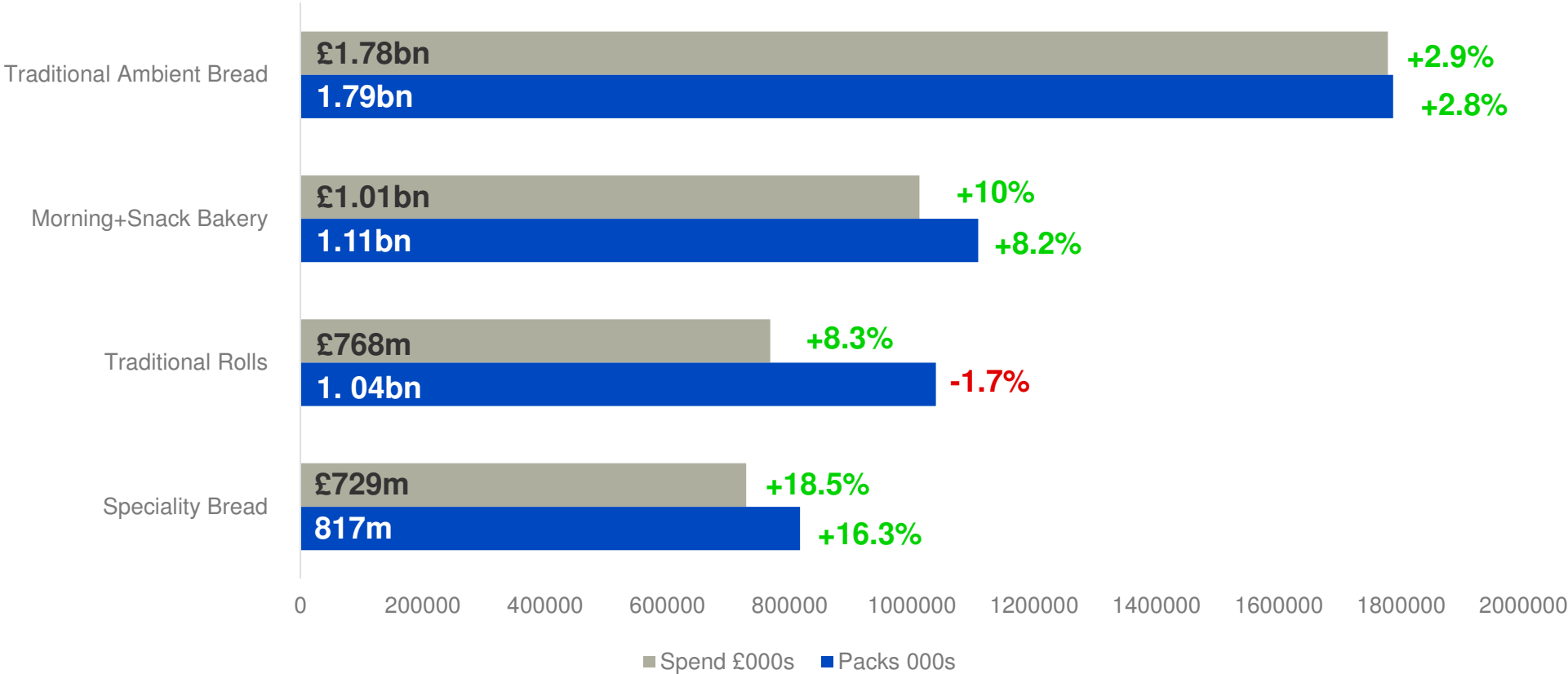
Flora Zwolinski
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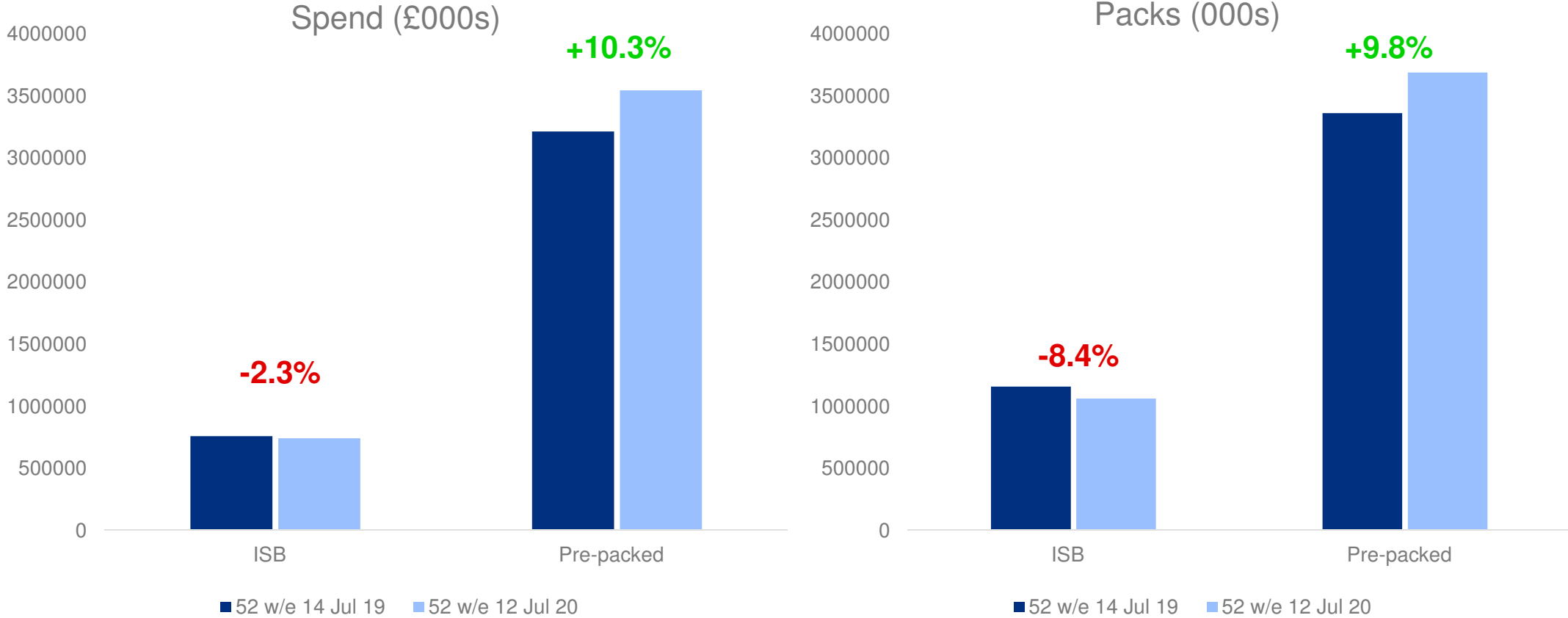
Lockdown measures prevented us from going out, meaning we saw a significant rise in the number of in home consumption occasions. Bakery is one of the many categories that has benefitted from this, seeing value and volume growth.



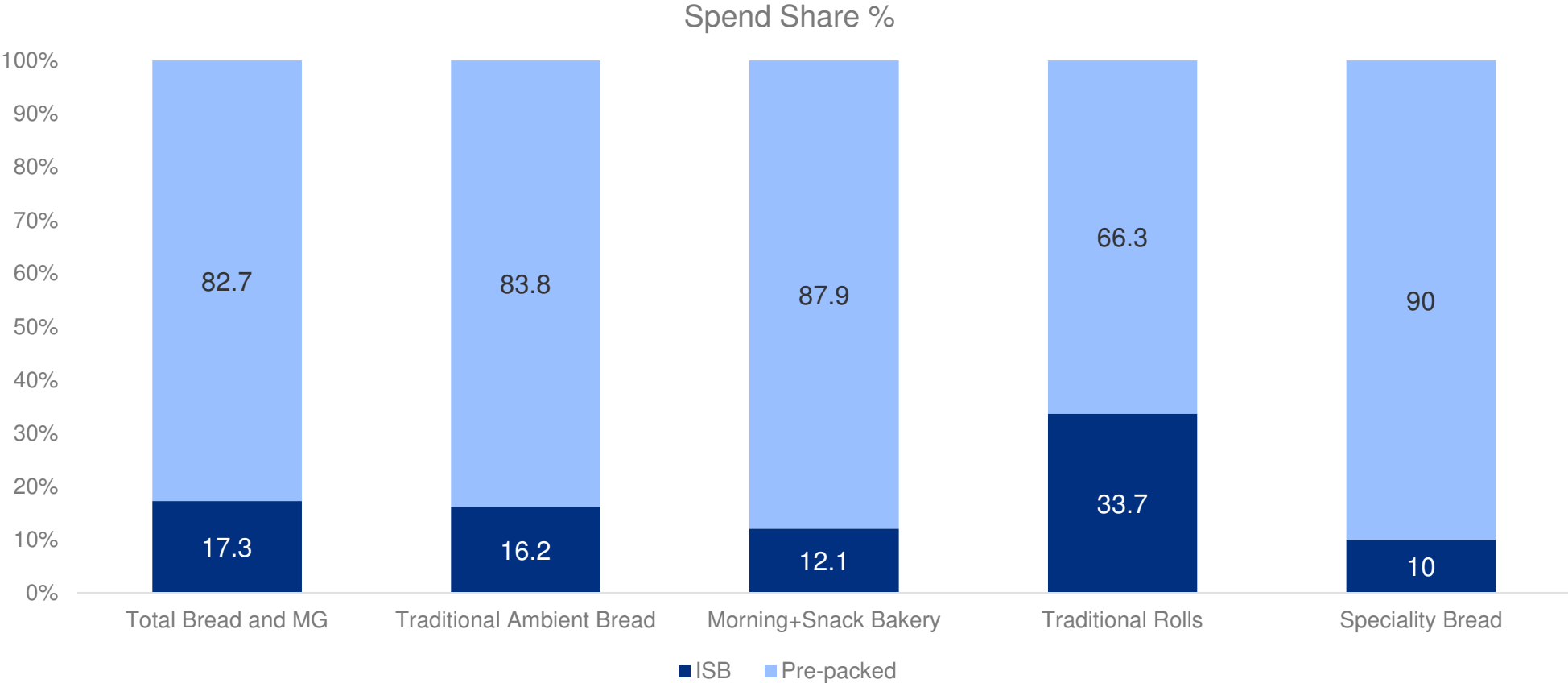
Popular sectors pre-pandemic, Morning Bakery and Speciality Bread, continued to grow the fastest. It also lead to a turn around in Traditional Bread’s performance.



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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