

## Federation of Bakers – Bakery Market Overview

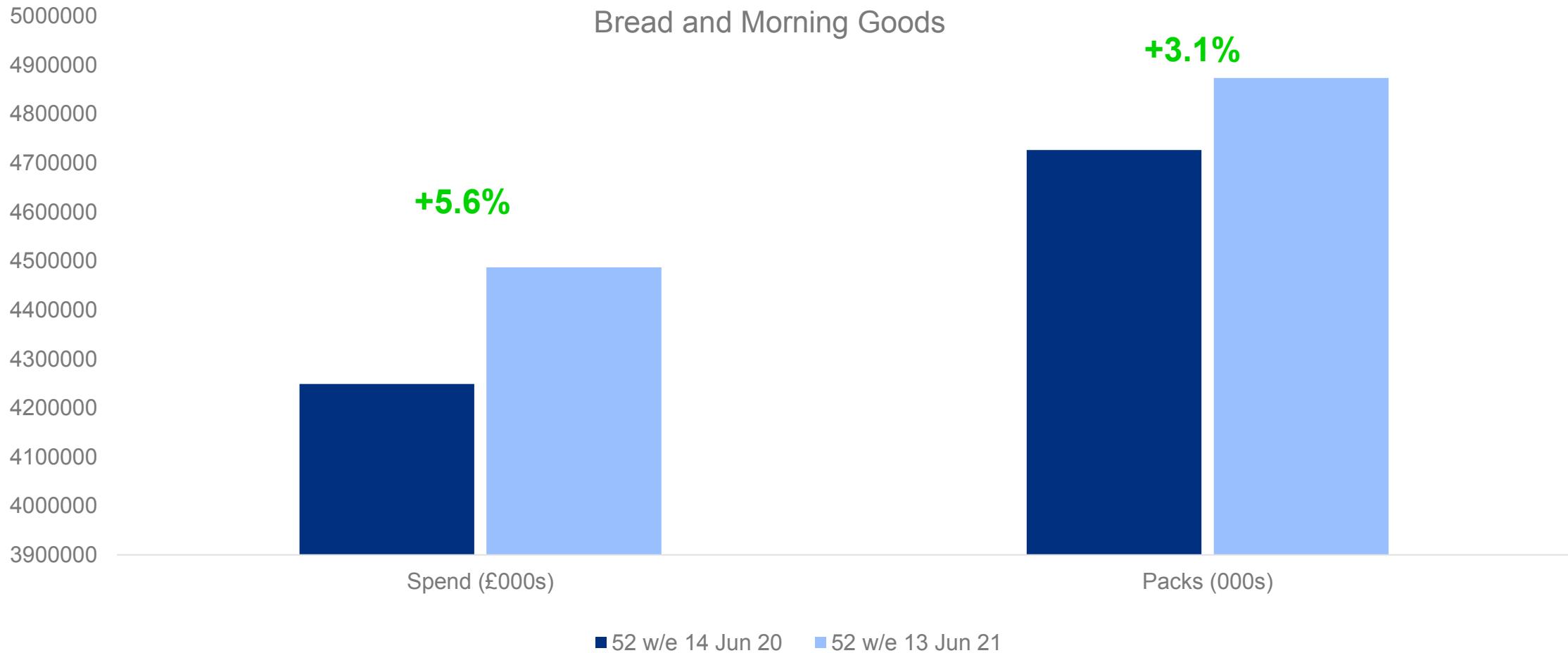
Data ending 13<sup>th</sup> June 2021

Flora Zwolinski

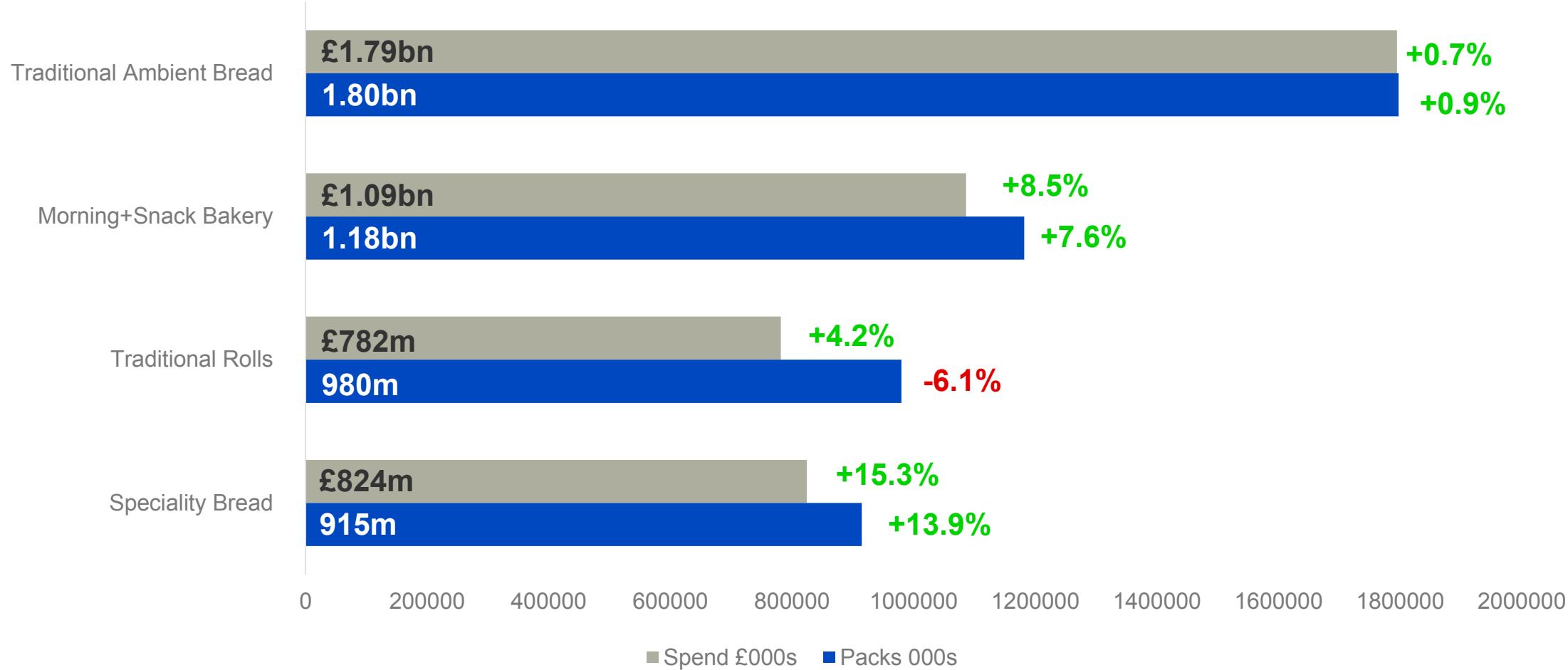
Kantar – Worldpanel Division



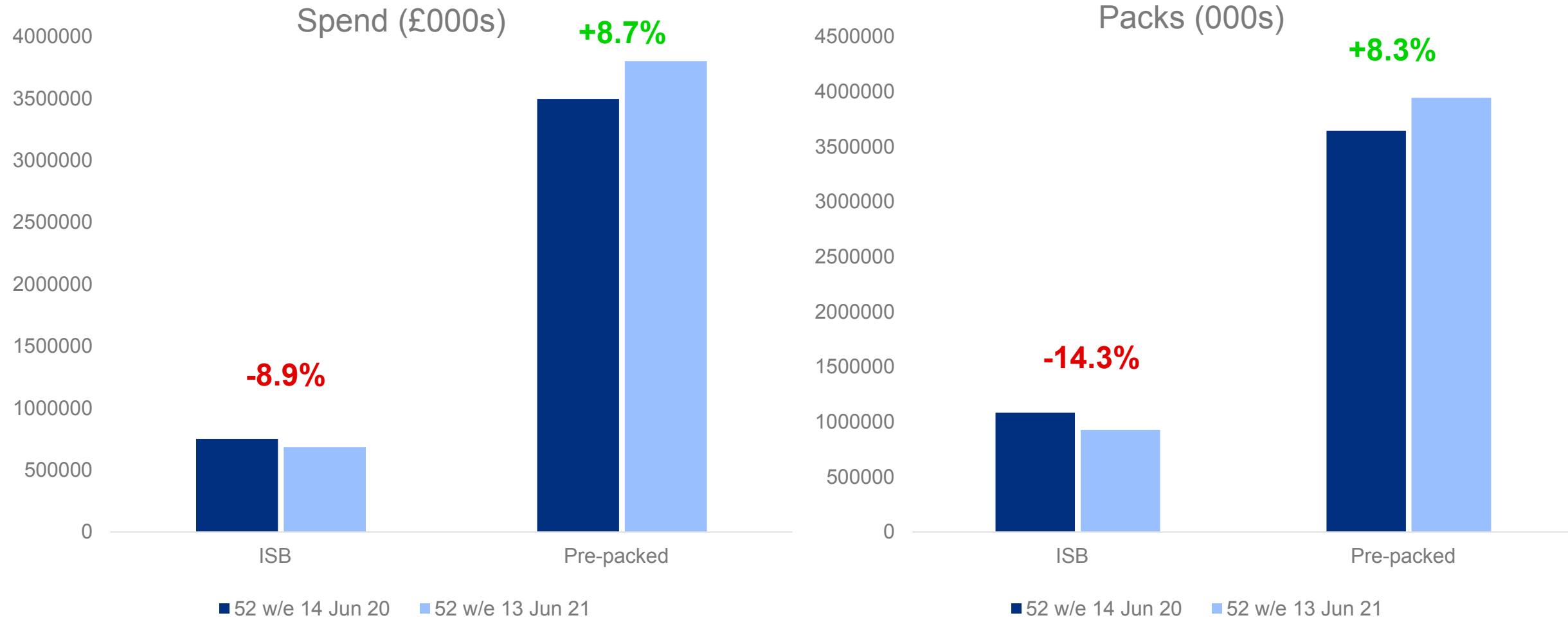
**The Bread and Morning Goods Market continues to grow as we begin to annualise on the first lockdown. Value grows ahead of volume, demonstrating an increase in price per pack.**



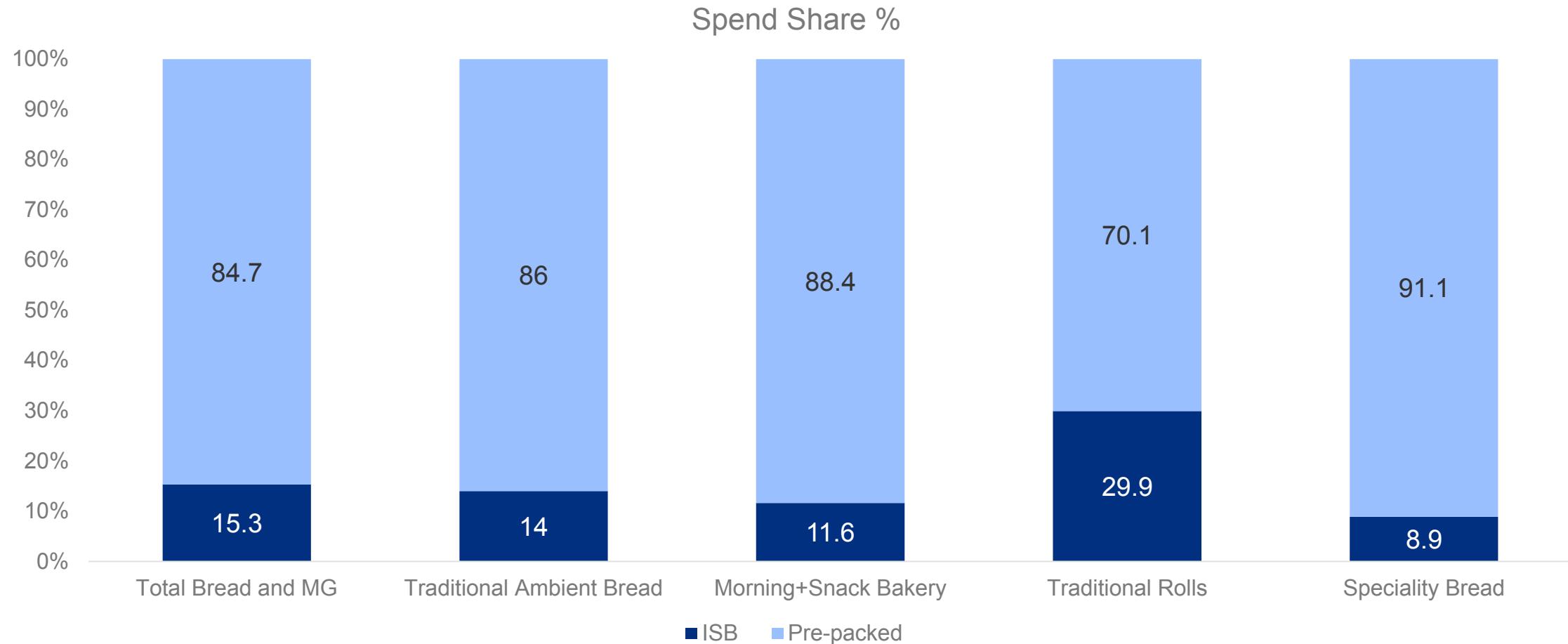
**Traditional Bread performance is flat, with shoppers instead looking for variety, leading to strong growth in Speciality Bread. While volume is down in Rolls, premiumisation has driven value growth.**



# Hygiene and shelf life concerns continue to drive ISB into decline, while shoppers instead opt for Pre-Packed Bakery which grows at +8.7%.



**Rolls continue to have the largest share in ISB, however this is down from 35.2% last year. Speciality Bread, the best performing sector, is least reliant on ISB.**



# Thank you

**Flora Zwolinski**

[Flora.zwolinski@kantar.com](mailto:Flora.zwolinski@kantar.com)