



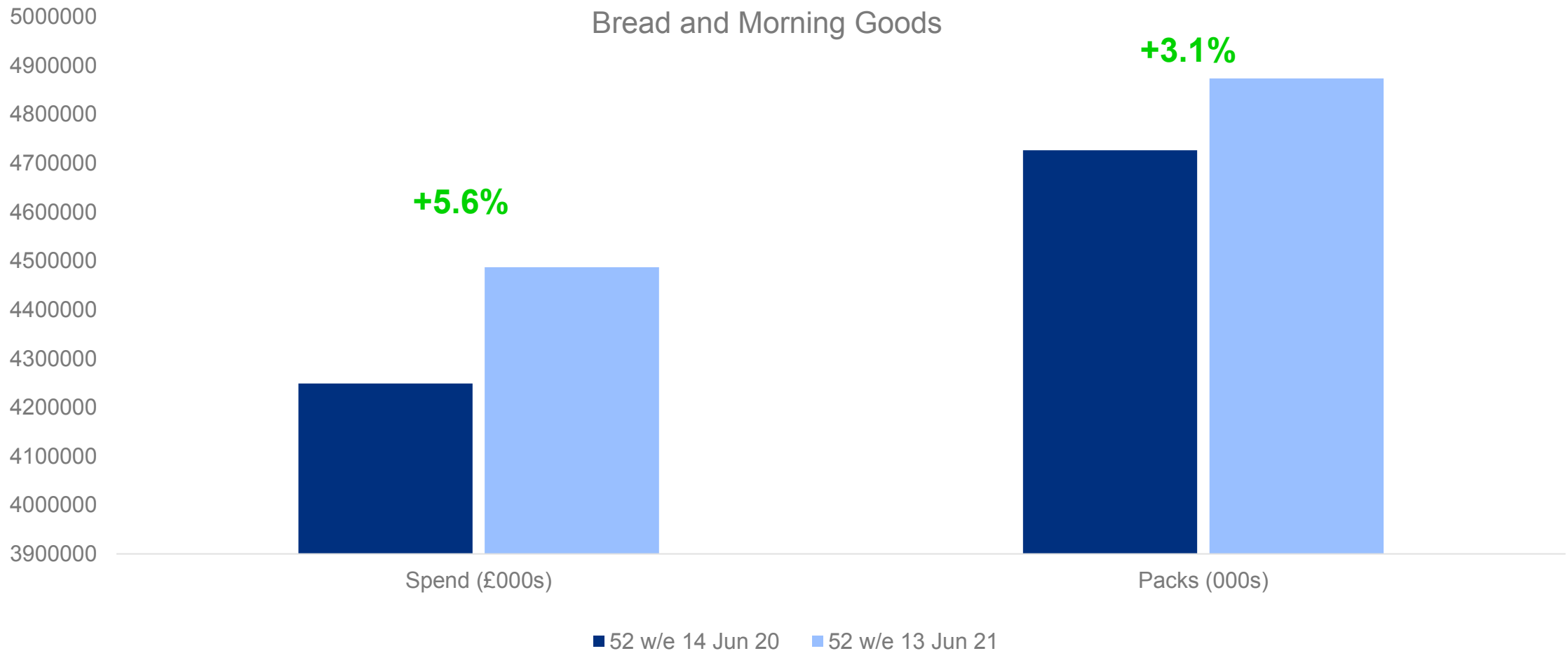
Federation of Bakers – Bakery Market Overview

Data ending 13th June 2021

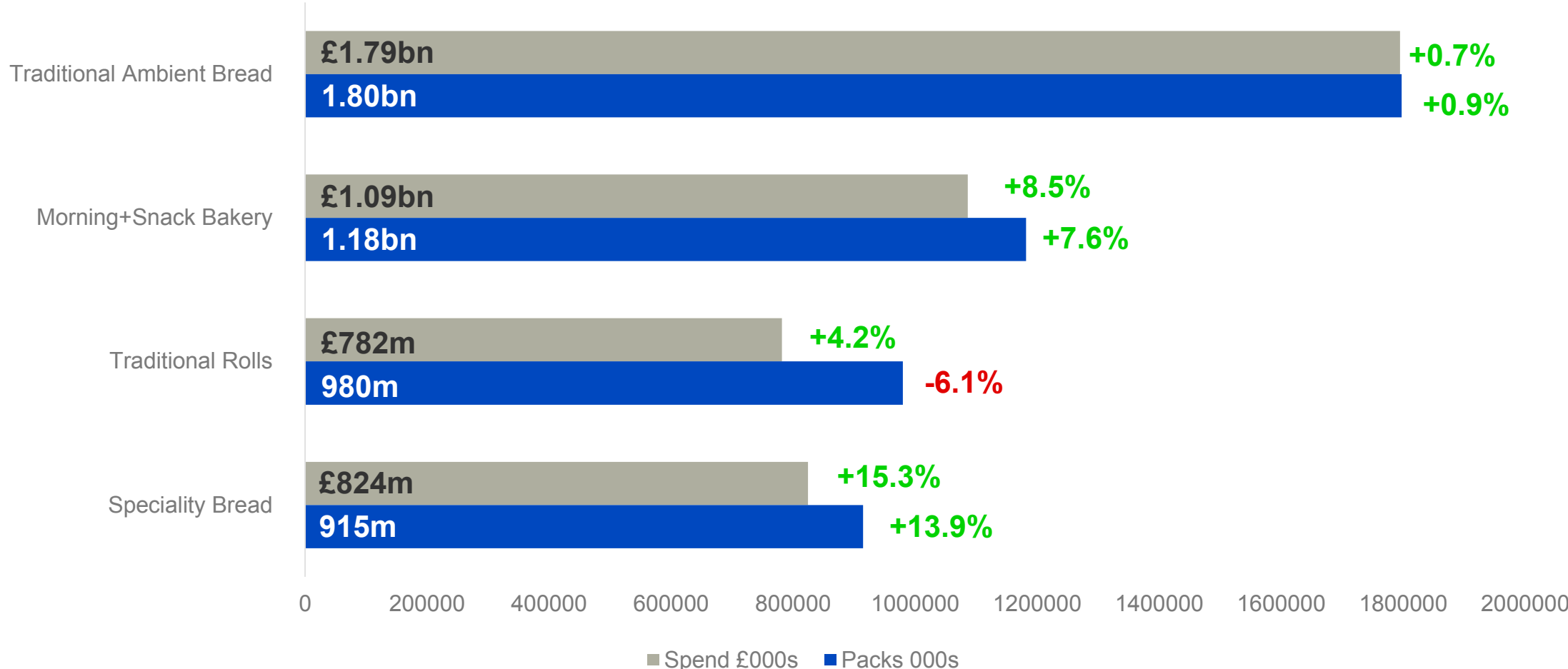
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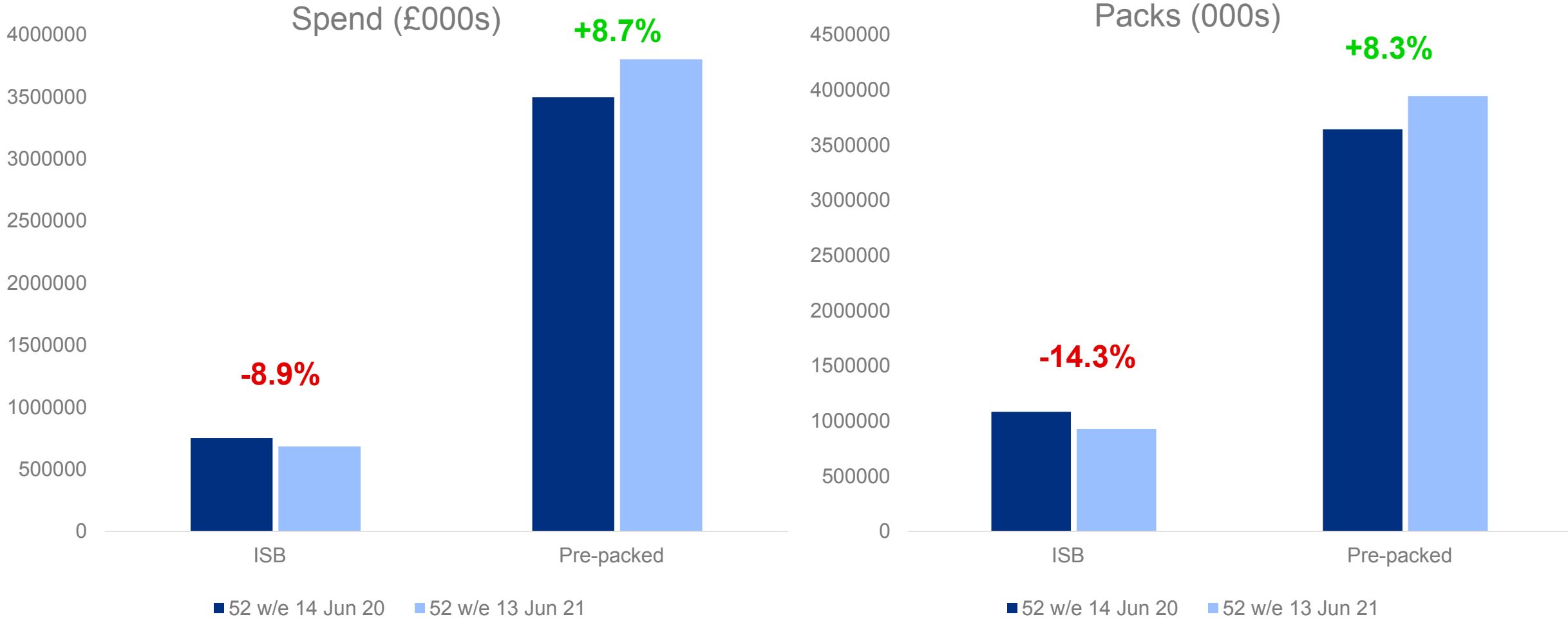
The Bread and Morning Goods Market continues to grow as we begin to annualise on the first lockdown. Value grows ahead of volume, demonstrating an increase in price per pack.



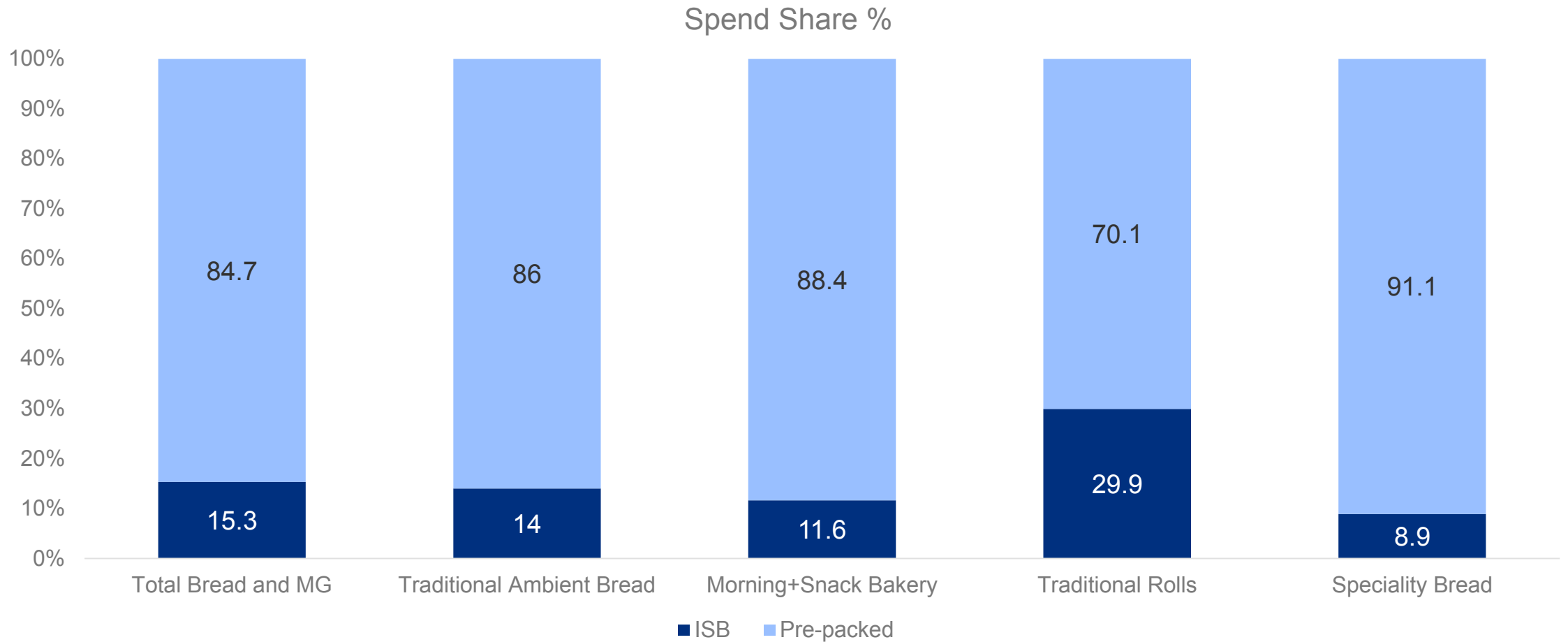
Traditional Bread performance is flat, with shoppers instead looking for variety, leading to strong growth in Speciality Bread. While volume is down in Rolls, premiumisation has driven value growth.



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

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