

KANTAR

Federation of Bakers – Market Overview

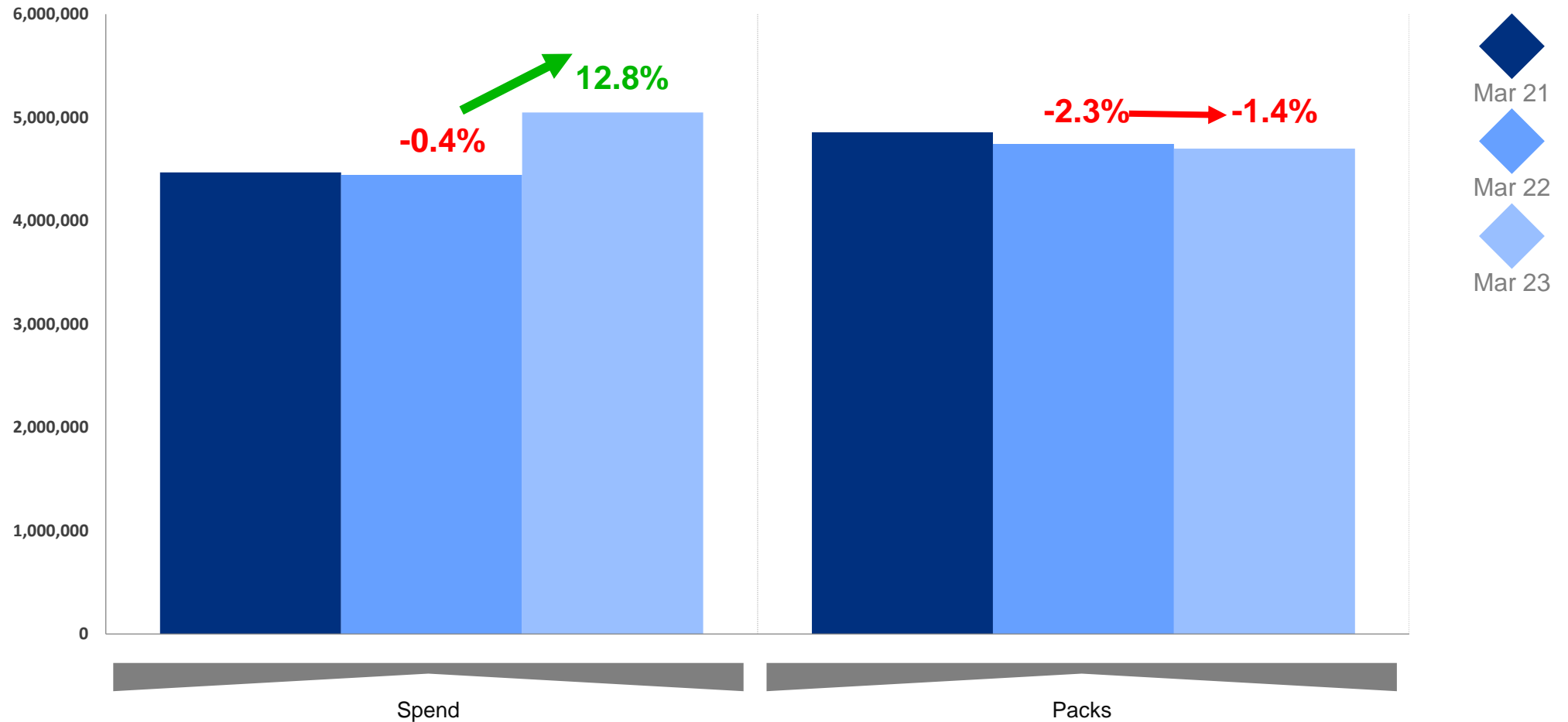
Kantar Data 52 w/e to 19th March 2023

Benjamin Montague
Kantar – Worldpanel



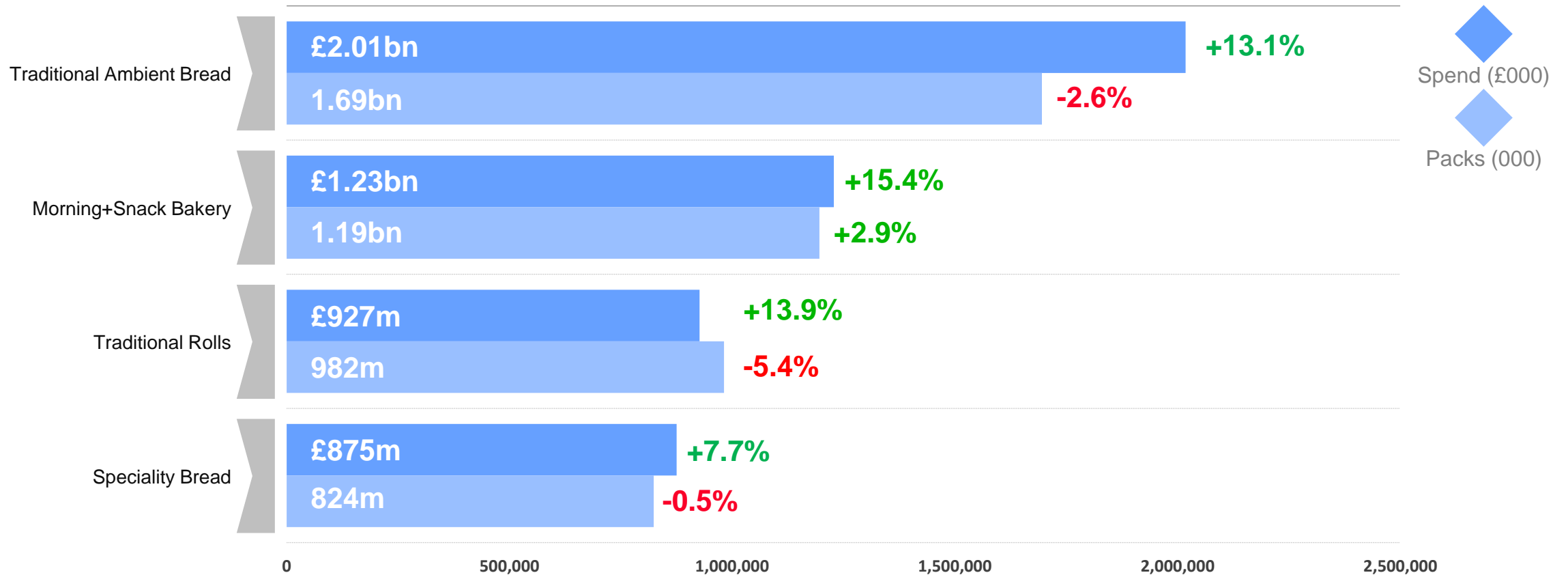
Spend on Bread & Morning Goods is up 12.8% YoY, but Volume has stayed relatively flat. Growth is almost entirely Inflation driven, although there is some growth from increased Frequency.

Bread & Morning Goods – Total Spend (£000) and Packs (000)



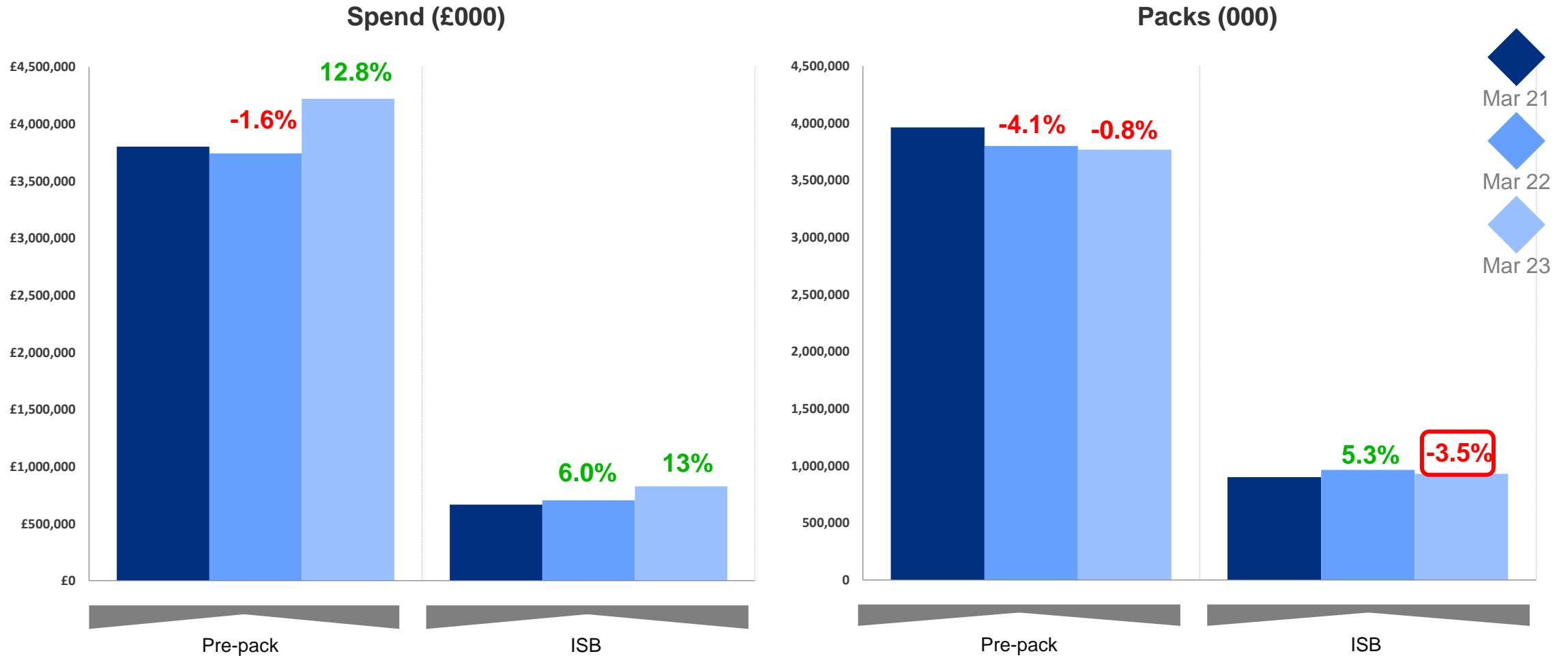
All Bread Sectors see high Spend growth, but Morning & Snack Bakery is the only Sector that also sees Volume growth.

Bread & Morning Goods – Total Spend (£000) and Packs (000) by Segment



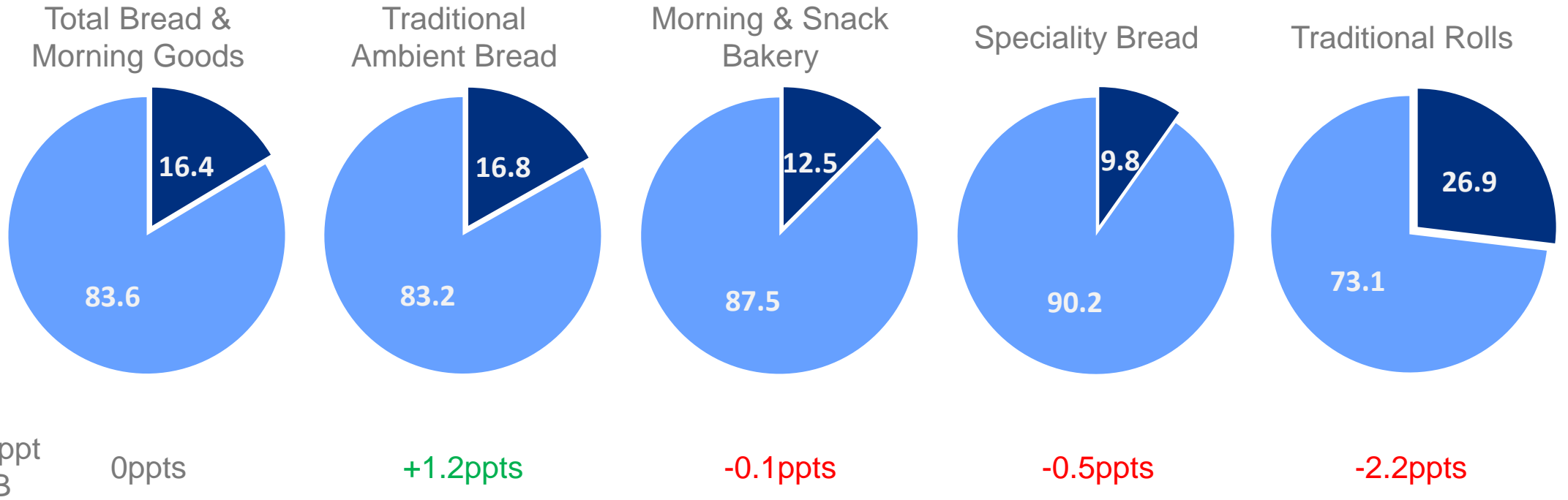
Spend growth is roughly similar for Pre-Pack and ISB, but ISB is driving more of the Volume decline. Pack Prices have risen by 17.1% for ISB vs 13.1% for Pre-Pack, which could be a driver here.

Bread & Morning Goods – Pre-Pack vs In Store Bakery (ISB)



In-Store-Bakery is gaining Spend share within Traditional Ambient Bread, but losing share in all other sectors, particularly Traditional Rolls

Bread & Morning Goods – % Spend Share by Pre-Pack / ISB by Sector

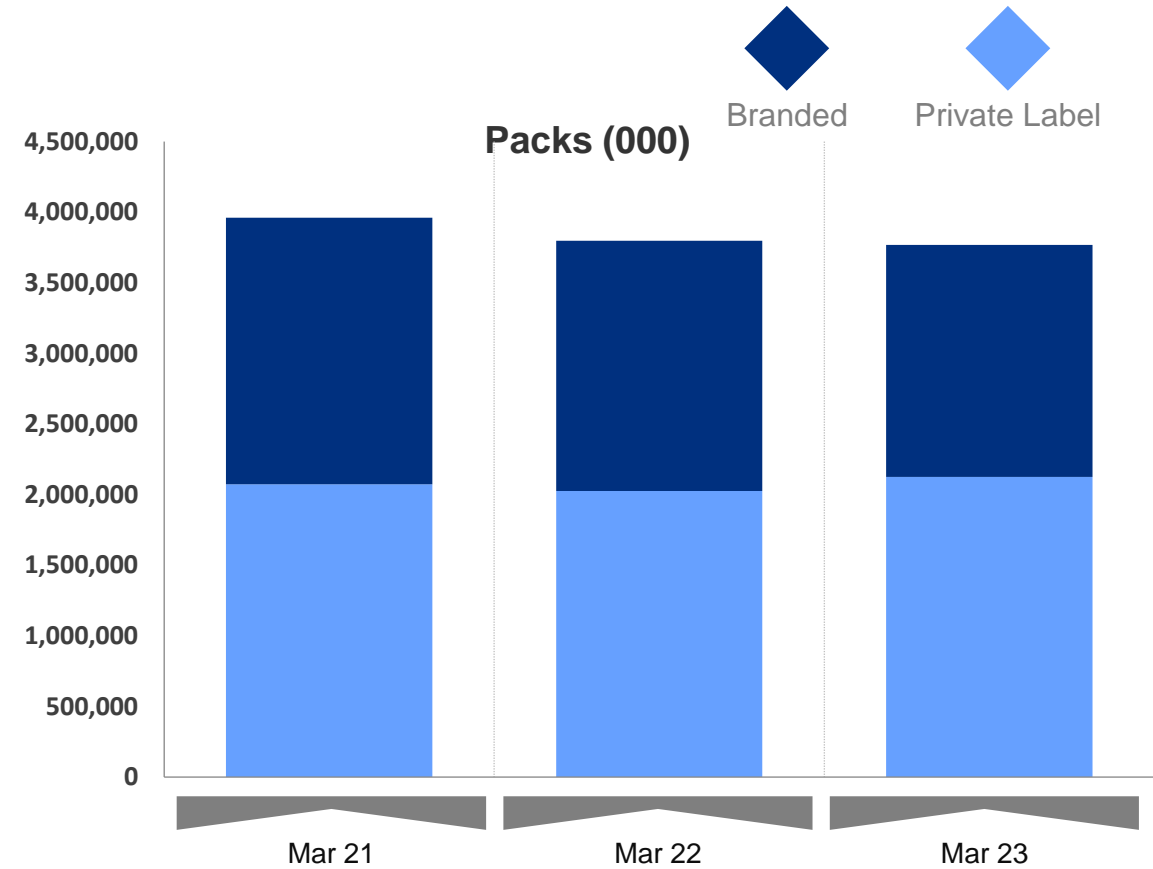
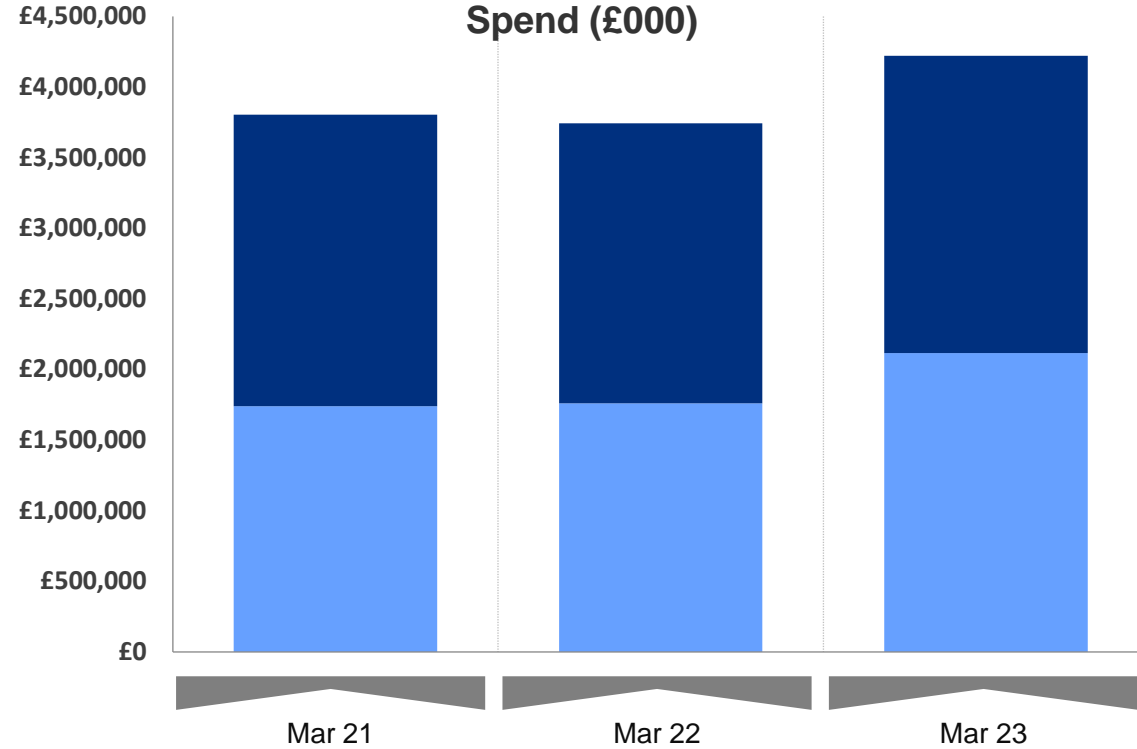


Change in % ppt share of ISB

Branded Pre-Pack has steadily lost Spend and Volume Share to Private Label over the last few years.

Spend share is now almost exactly 50/50, although Volume leans towards Private Label due to the difference in Pack Price (i.e higher volume at a lower price point).

Pre-Pack – Spend & Volume by Branded & Private Label



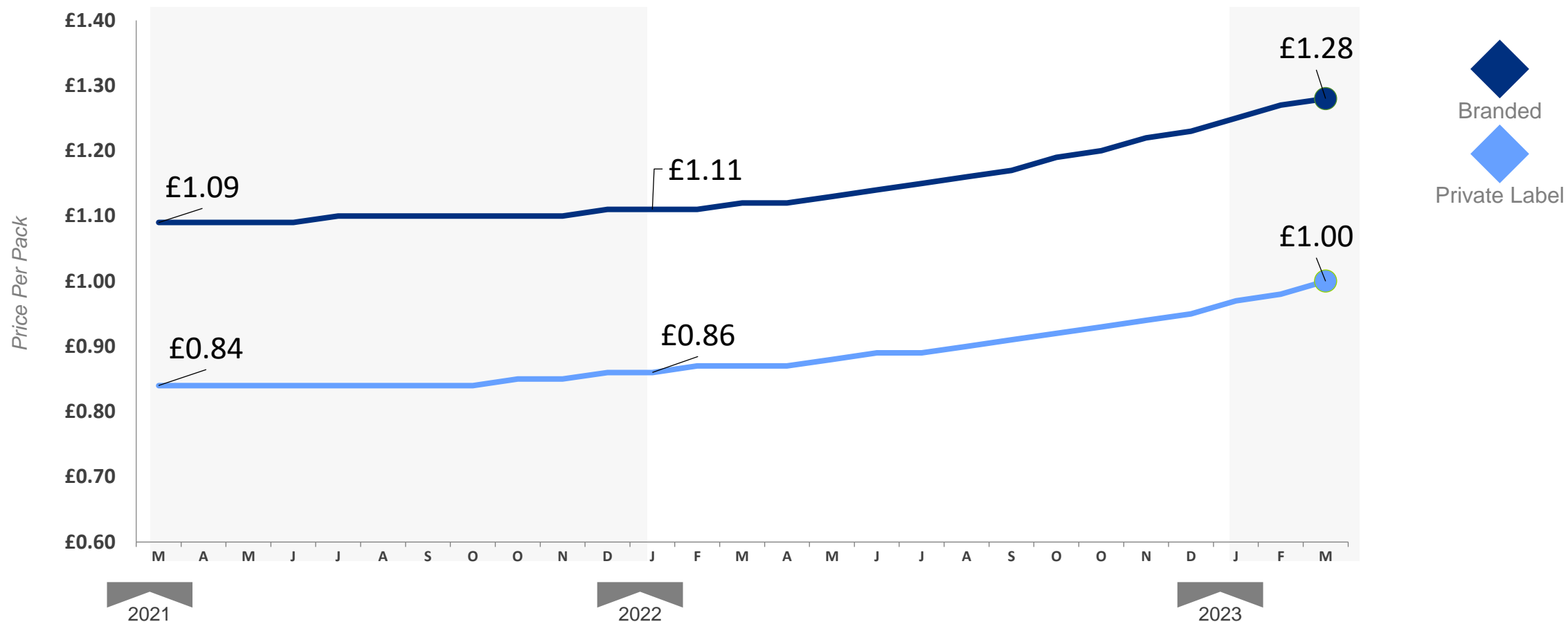
Branded & PL % Share of Spend & Packs

Branded	54.3	52.9	49.9
PL	45.7	47.1	50.1

45.7	44.7	41.8
54.3	55.3	58.2

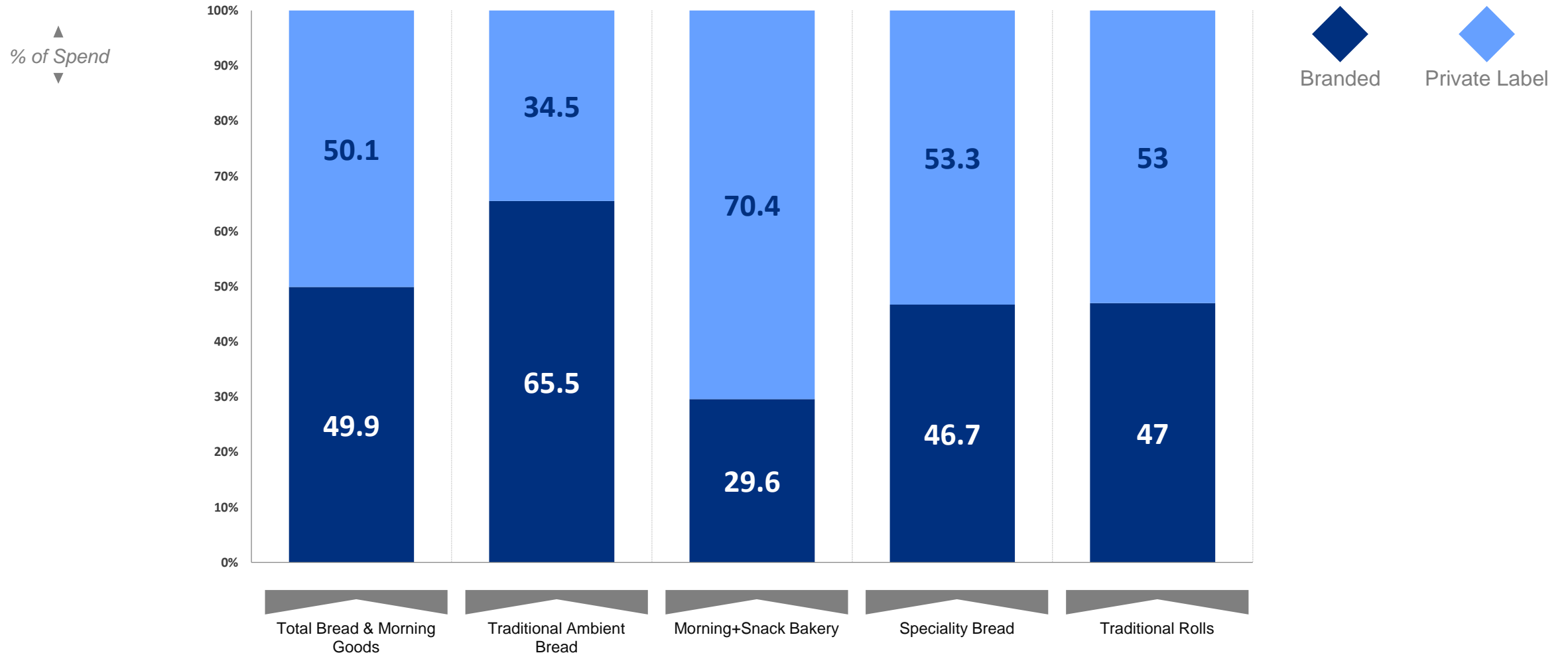
Despite inflation for both Branded and Private Label Pre-Pack, the gap between the two remains relatively consistent at around £0.25 – £0.28 per pack.

Pre-Pack – Branded & Private Label Price Per Pack



Branded vs Private Label Spend varies by Bread Sector. Traditional Bread is much more reliant on Brands where Ambient Bread sees much higher Spend share from Private Label

Bread & Morning Goods - % Branded / Private Label Spend by Sector



Similarly from a Volume perspective Branded vs Private Label splits do vary. However, Volume is slightly more in Private Label's favour as Brands are sold at a Price premium.

Bread & Morning Goods - % Branded / Private Label Volume (Packs) by Sector

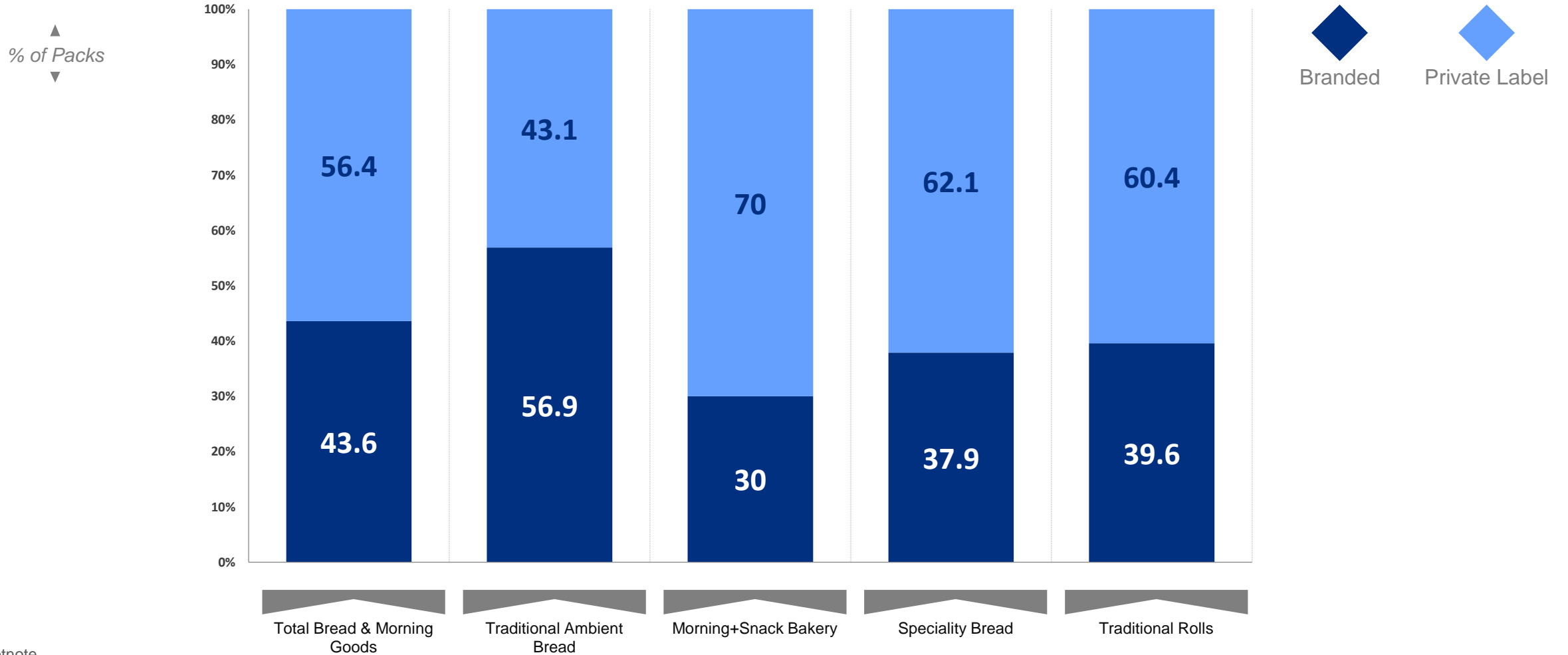
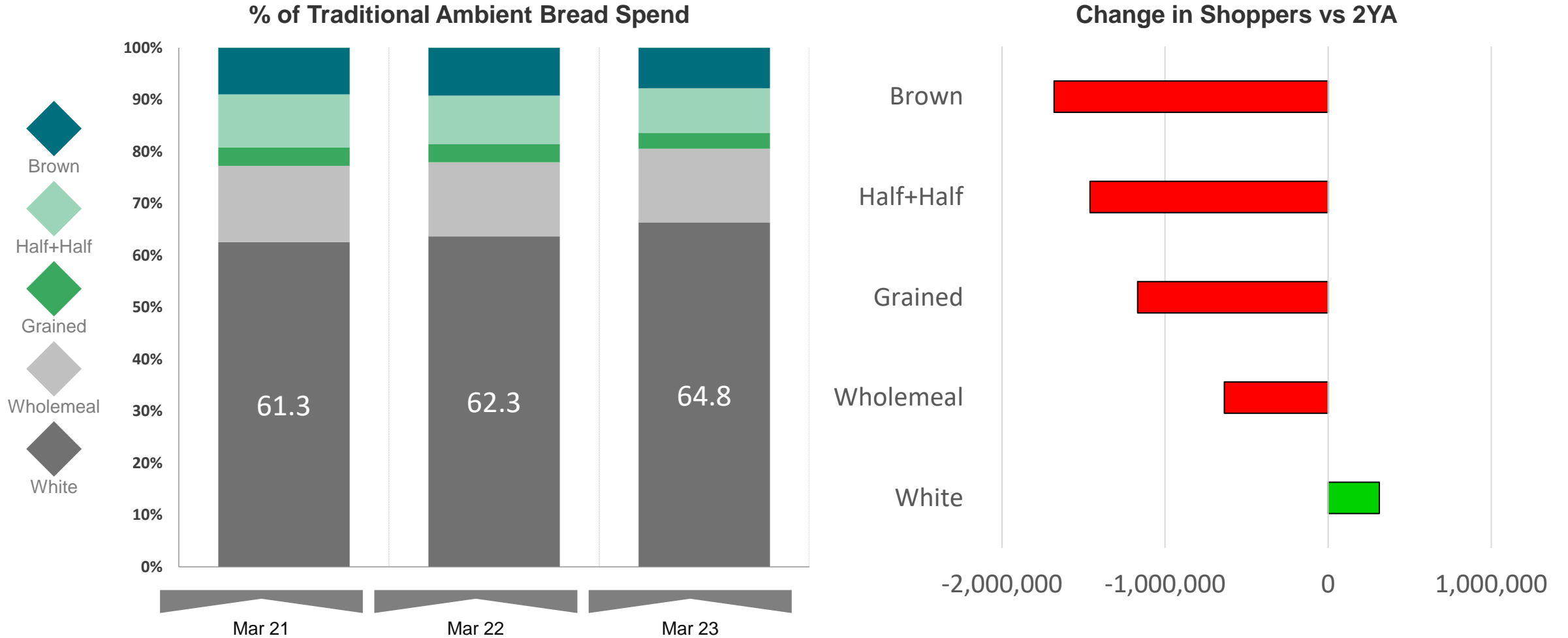


Chart Footnote

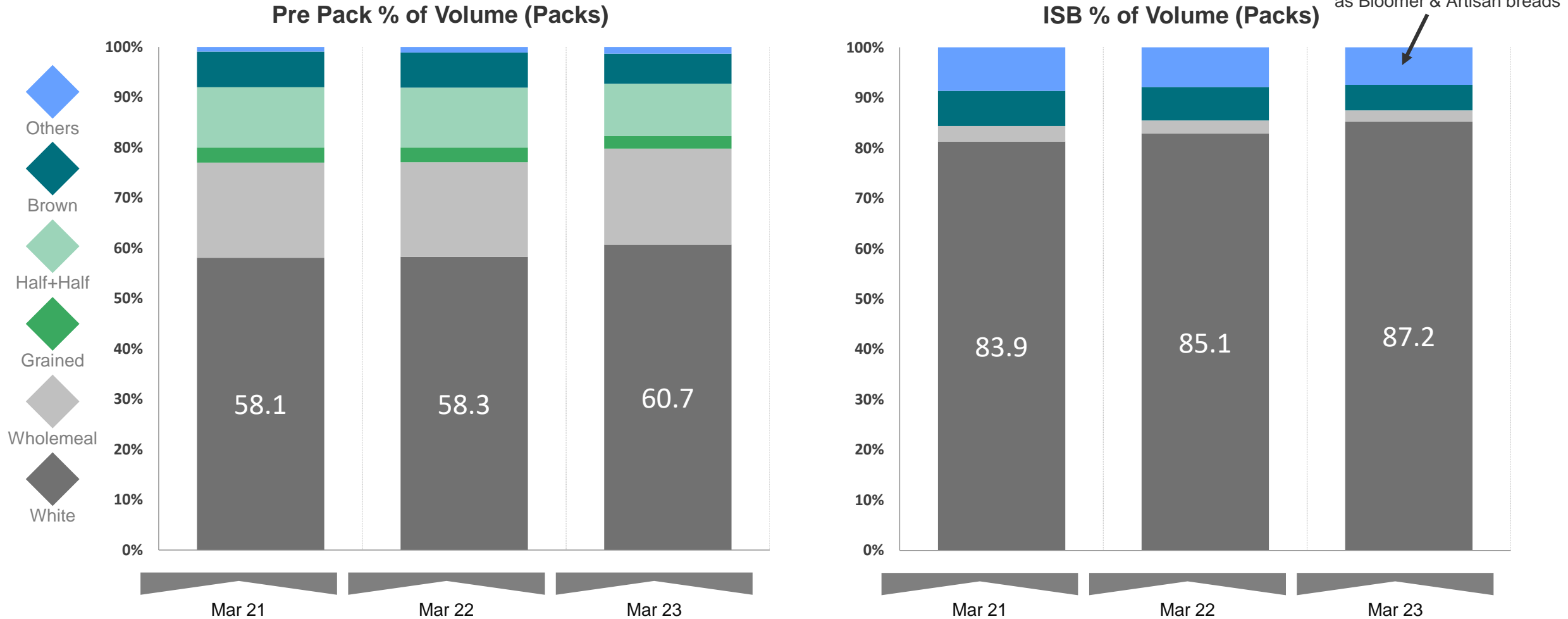
Within Ambient Bread, White is gaining share as shoppers move away from other Bread types. Brown & Grained in particular are more expensive per pack, which may have an affect here.

Ambient Bread % Spend and Shopper Change








Pre-Pack is much more varied in terms of Bread types, where ISB is much more heavily dominated by White bread.

Ambient Bread % Volume by Bread Type



Morning & Snack Bakery is driving the most significant Value & Volume growth within Bread & Morning Goods over the latest 2 years, and has seen strong Shopper growth.

Bread & Morning Goods - %Spend Growth & Shopper Change vs 2YA – Top 5 Categories

	 Sub Roll	 Fruited Iced Buns	 Pain Au Chocolate	 Croissants	 Pancakes /Griddle Scones
Spend growth % vs 2YA	167.9%	54.3%	35.1%	31.4%	19.3%
Change in Shopper Numbers vs 2YA	+2.2m	+1.4m	+1.2m	+1.6m	+510k
	<p>Sub Roll growth almost entirely driven by new listing in Aldi, which accounts for 85% of new shoppers.</p> <p>Penetration remains much lower here vs other Bakery categories.</p>	<p>As Consumer Confidence drops we generally see a move towards more practical (quick and easy) food options.</p> <p>Consumer confidence and Health are also closely linked. Health usually bounces back when consumer confidence improves.</p>			

Thank you

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