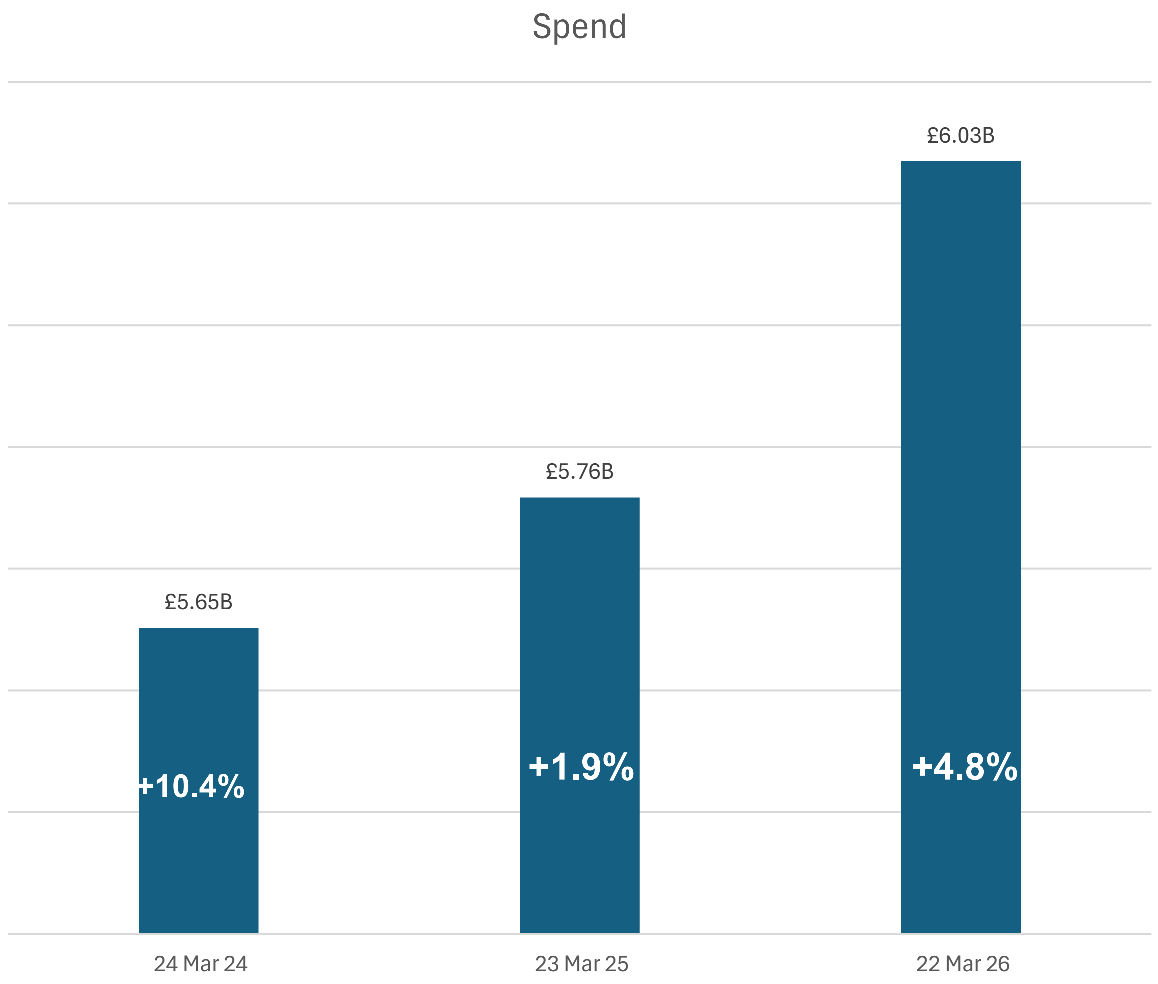
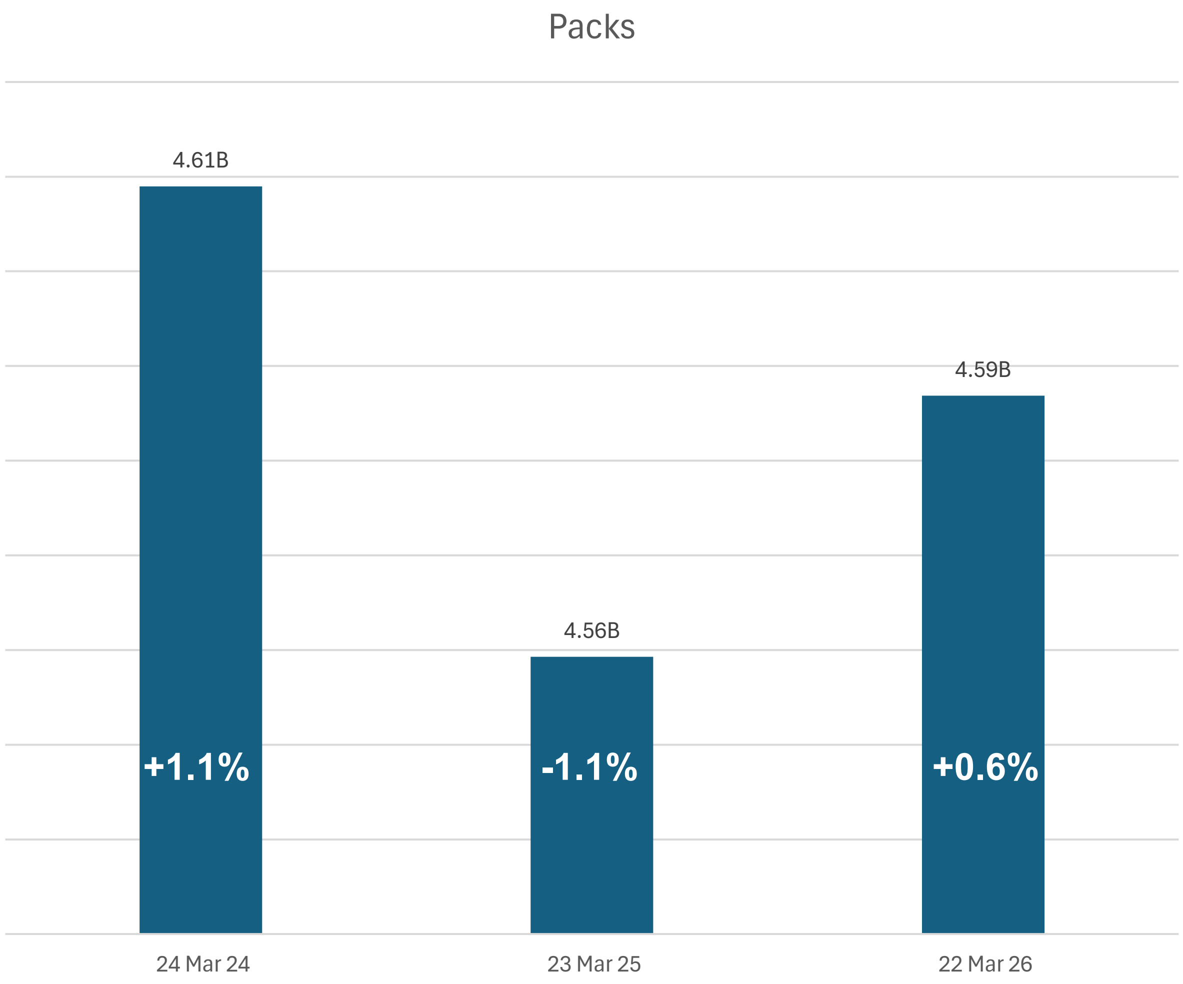
Federation of Bakers Market Review

Kishen Parekh

Thursday, May 14, 2026

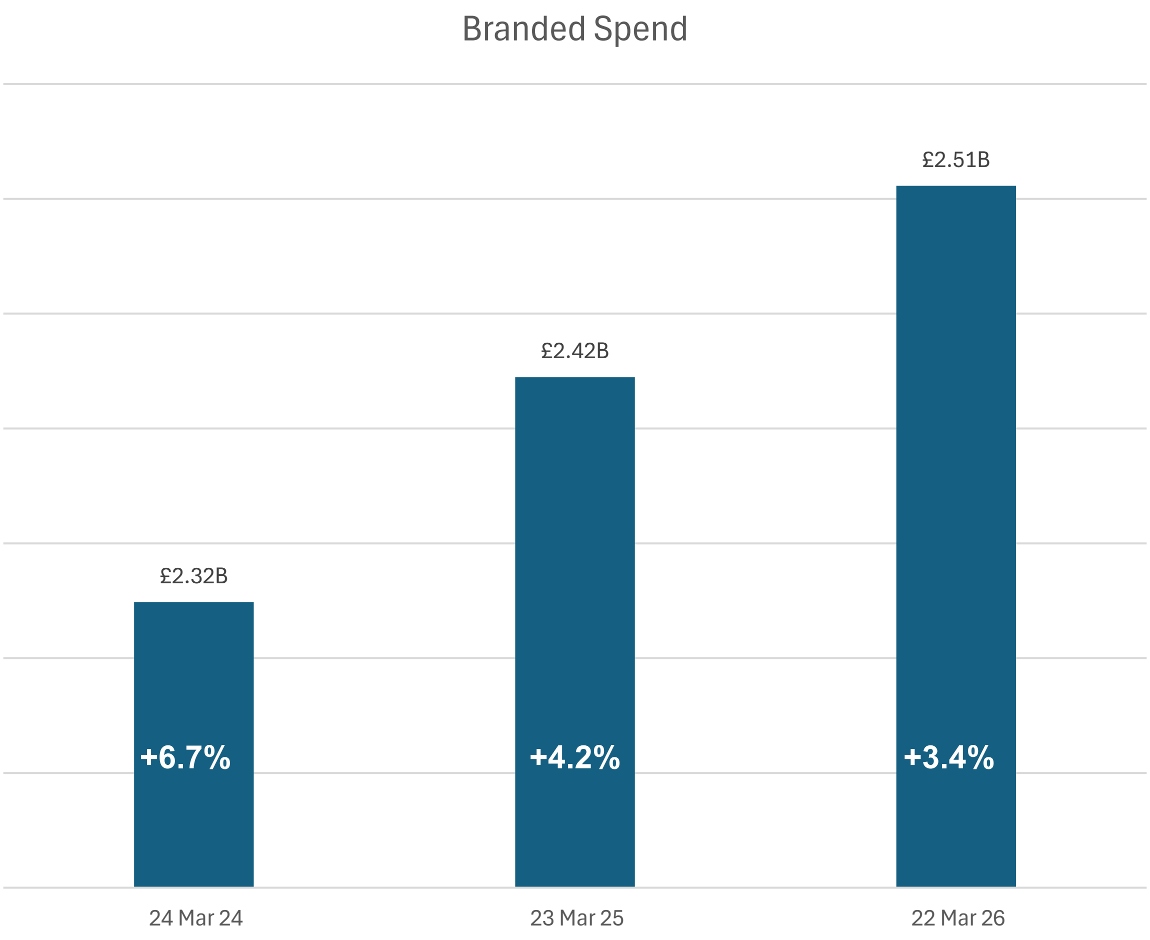
The Total Bread & Morning Goods market exceeds £6B in value for the first time, with growth primarily driven through price

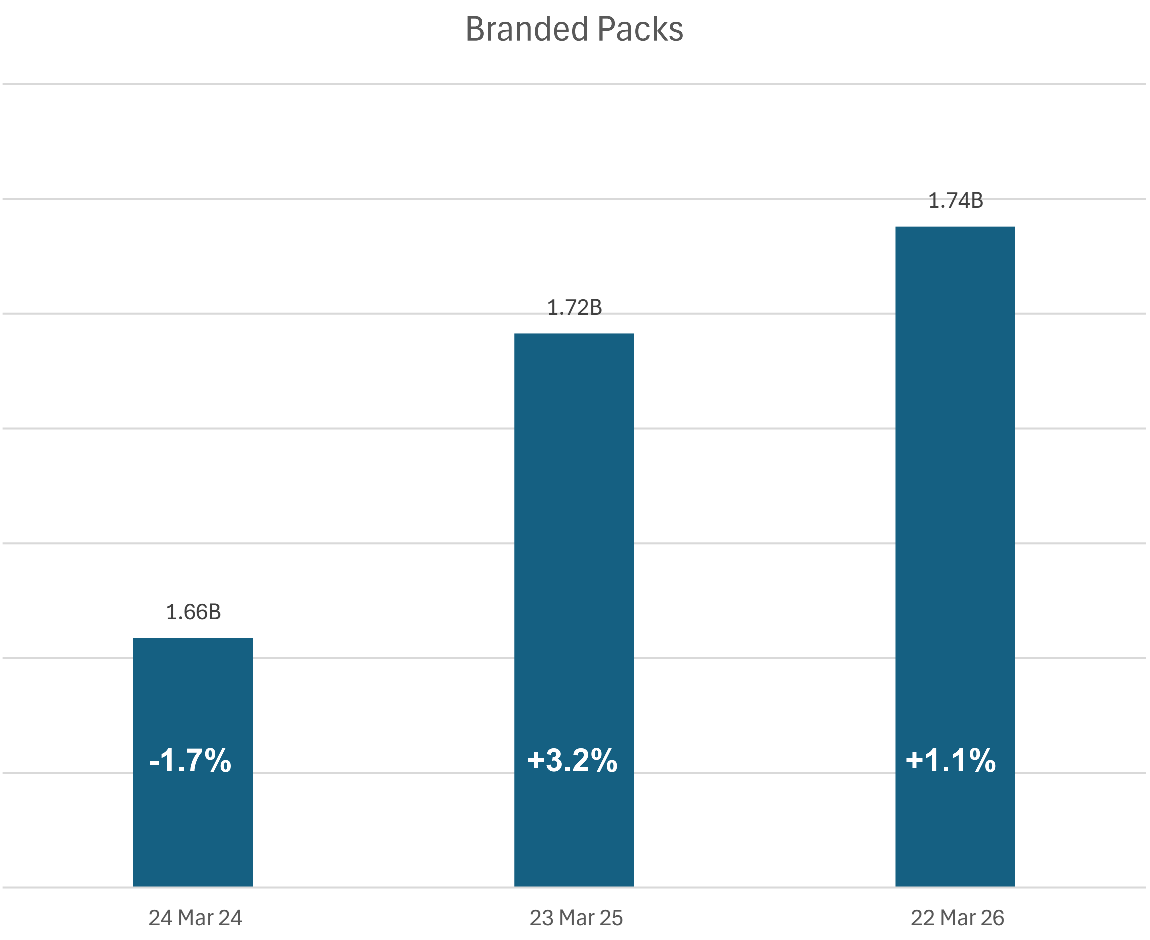




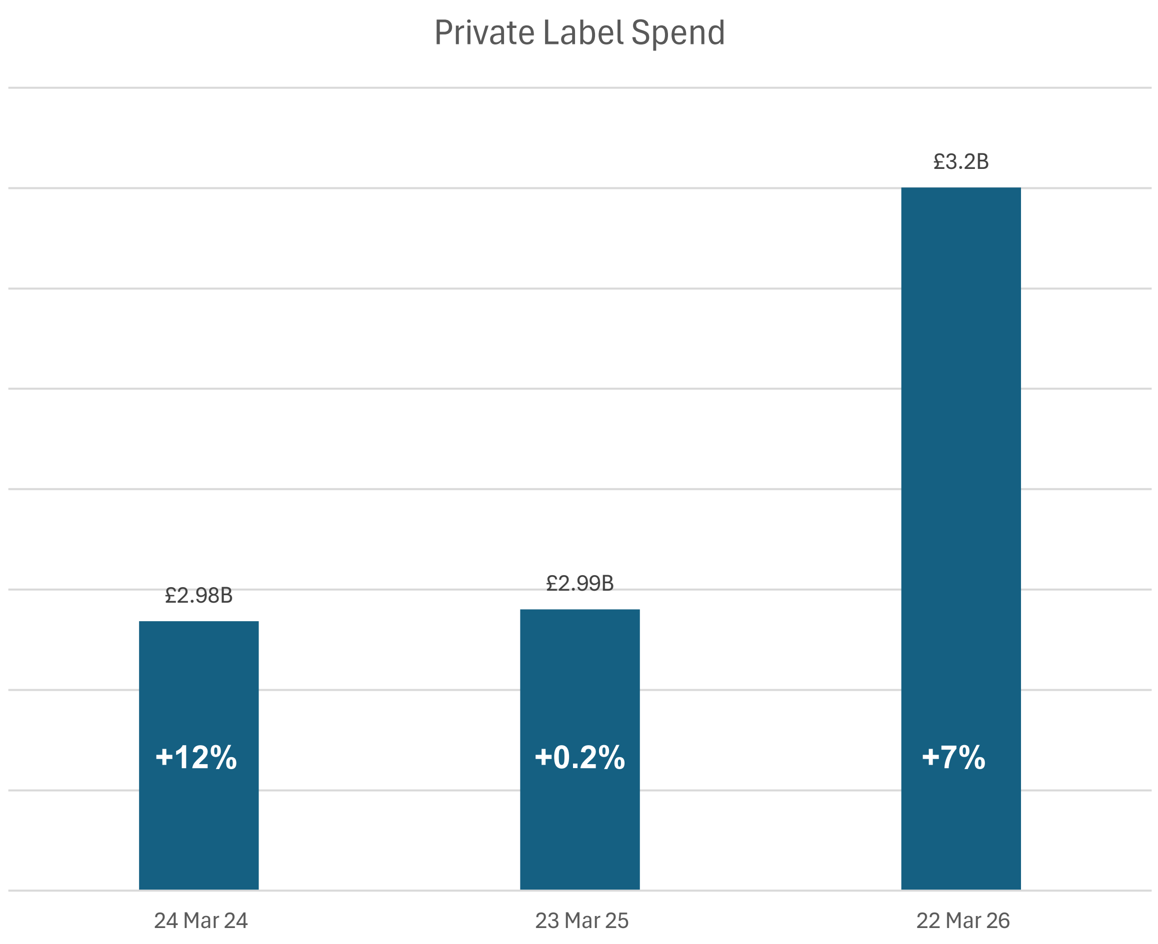
Duration: **52 Weeks** | Period End Date: **22-03-2026** | Product: **Bakery Breads + Total Morning Goods** | Base Measure Type: **Packs** | Retailer: **Total Market**

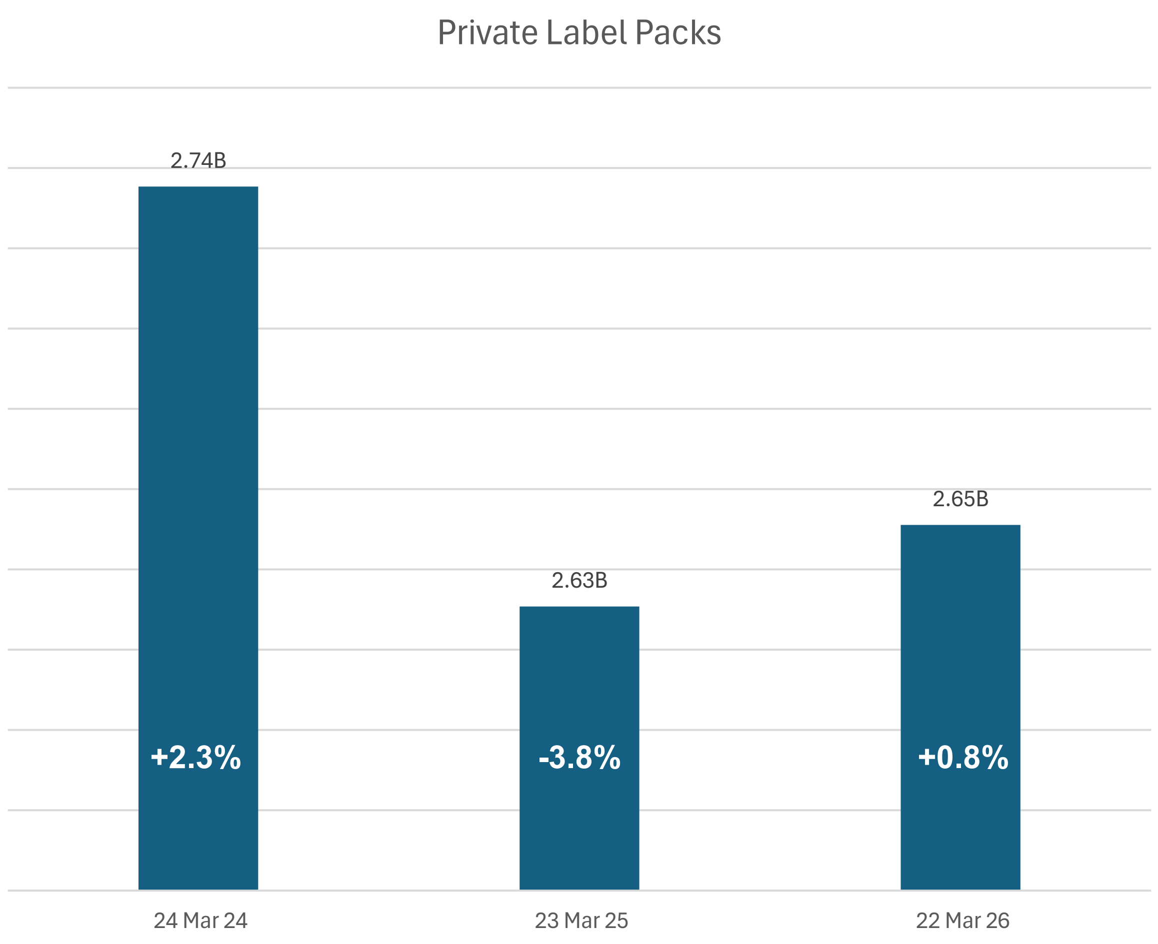
Branded Bakery saw modest growth of +3.4% with volume growth of +1.1% suggesting price-driven uplift





Private Label has grown at twice the rate of branded, with +7% growth in the latest year, although volume growth has been minimal





Worldpanel by Numerator

Duration: **52 Weeks** | Period End Date: **22-03-2026** | Product: **Bakery Breads + Total Morning Goods** | Base Measure Type: **Packs** | Product Attributes: **Private Label** | Retailer: **Total Market**

Pre-pack has shown steady growth over the past few years whilst ISB has struggled, with ISB in volume decline since 2024

		March 2024	March 2025	March 2026
Spend	Pre-Pack	£4.56B	£4.67B	£4.95B
	ISB	£1.09B	£1.08B	£1.09B
Packs	Pre-Pack	3.77B	3.77B	3.84B
	ISB	844M	792M	752M

Total Bread and Morning Goods | Pre-Pack vs ISB | 52 w/e 22nd March 2026 vs LY vs 2YA

Bread rolls and flatbreads were the standout performers within bread, both seeing double-digit value uplift

Bread Type	Measure	22/03/2026	22/03/2026
		Current	% Change vs Year Ago
Bagels	Spend	£210.2m	4.1
	Packs	149.6m	-0.1
Batons/Baguettes	Spend	£91.4m	0.3
	Packs	76.2m	-3.4
Bread	Spend	£1.8B	2.5
	Packs	1.4B	-1.4
Bread Rolls/Baps	Spend	£627.8m	**10.7**
	Packs	488.4m	**8.4**
Breadsticks	Spend	£242.9k	**-23.7**
	Packs	165.1k	**-36.3**
Flatbread	Spend	£138.2m	**39.5**
	Packs	£87m	**29.6**
Naans	Spend	£119.3m	-1.3
	Packs	102.3m	-2.8
Petit Pains	Spend	£38.8m	4.9
	Packs	37.1m	1
Pittas	Spend	£84.1m	5.4
	Packs	£104.8m	6.2
Sandwich Thins	Spend	33.4m	**-19**
	Packs	30.8m	**-12.4**
Wraps	Spend	£247.2m	4.8
	Packs	203.7m	2.9

Savoury Morning Goods	Measure	Current	% Change vs Year Ago
Crumpets	Spend	203,105,922	-0.4
	Packs	231,271,661	-2
Potato Cakes	Spend	51,943,271	-1.6
	Packs	36,547,366	-3.1
Savoury Muffins	Spend	62,463,009	-8.6
	Packs	57,388,541	-10.7
Scones	Spend	91,097,261	5.6
	Packs	55,559,786	2.3
Welsh Cakes	Spend	574,199	-42.4
	Packs	456,693	-44.2

Sweet Morning Goods sees double-digit growth as shoppers seek ‘small indulgence’ that offer feel-good moments over large, expensive items

Bakery Breads

£4.2bn (+3.6%) = 99.5% GB Penetration (-0.1%) | 72.2 trips over the year (-0.4%) | 1.5 units per trip (-0.1%) | £1.30 per pack (+3.6%)

Savoury Morning Goods

£410.3m (-0.5%) = 76.8% GB Penetration (-0.9%) | 14.4 trips over the year (-1.7%) | 1.2 packs per trip (-0.9%) | £1.07 per pack (+2.4%)

Sweet Morning Goods

£1.5bn (+11.2%) = 96.2% GB Penetration (+0.4%) | 26.2 trips over the year (+3.4%) | 1.4 packs per trip (+0.5%) | £1.46 per pack (+5.8%)

Flatbread, Brioche and Pittas all saw strong growth in the latest year, with over half of shoppers having purchased into brioche and 2 in 5 purchasing flatbreads

Flatbreads

£140.3m (+38.2%)	=	41% GB Penetration (+15.5%)	6 trips over the year (+10.1%)	1.2 units per trip (+0.4%)	£1.59 per pack (+7.5%)

Brioche

£304m (+11.4%)	=	54.1% GB Penetration (+2.9%)	9.8 trips over the year (+2.1%)	1.2 packs per trip (-0.8%)	£1.58 per pack (+6.2%)

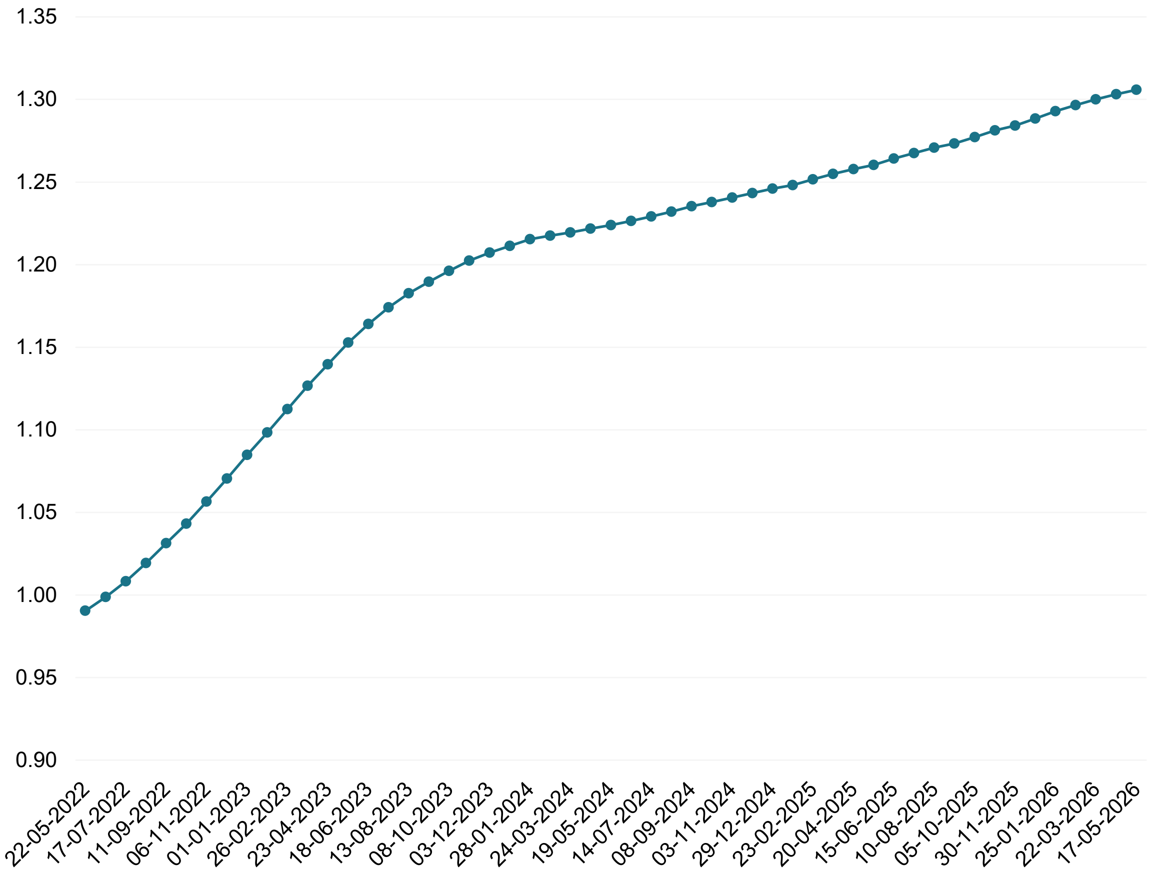
Pittas

£84.3m (+5.6%)	=	39.4% GB Penetration (-0.4%)	7.6 trips over the year (+6.1%)	1.2 packs per trip (+0.1%)	£0.80 per pack (-0.8%)

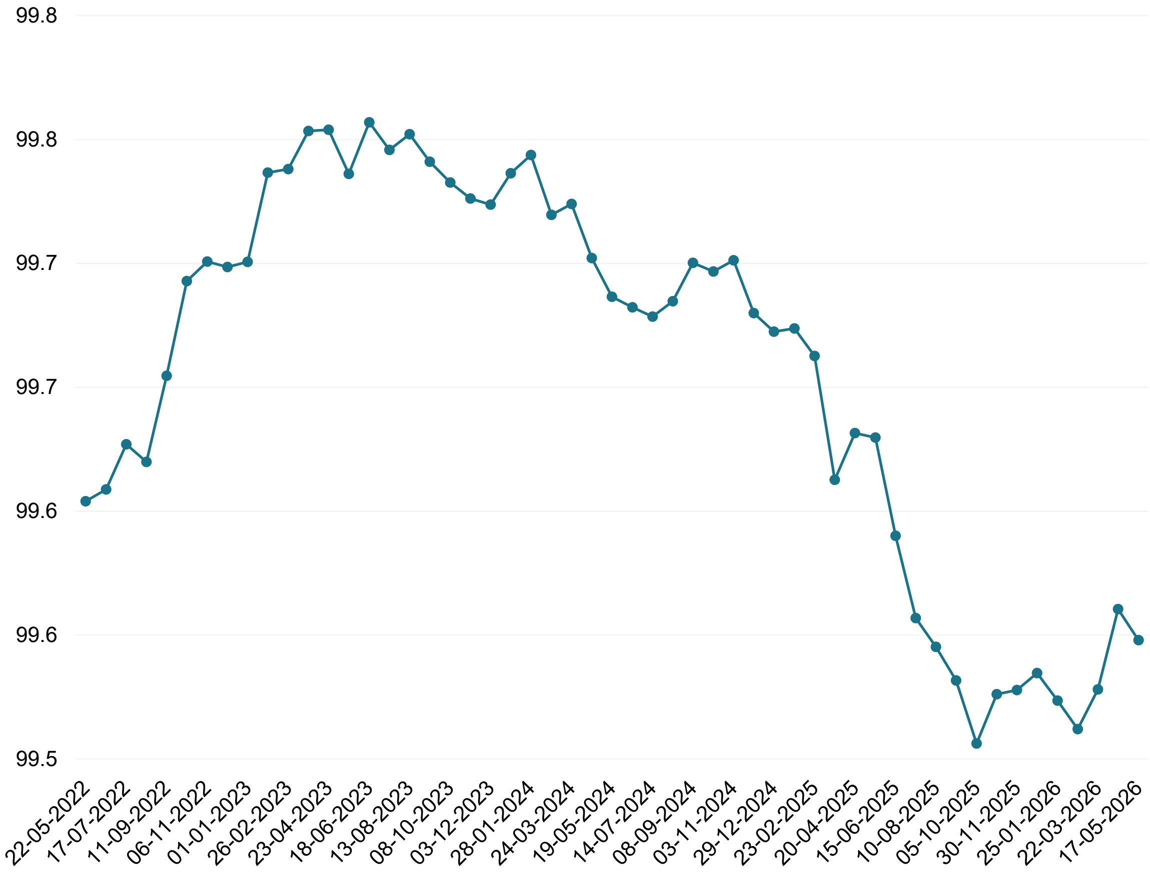
Duration: **52 Weeks** | Period End Date: **22-03-2026** | Product: **Flatbreads vs Sandwich Thins vs Pittas** | Base Measure Type: **Packs** | Retailer: **Total Market**

Bread remains a staple category and a 30p average price increase in 4 years hasn’t significantly impacted penetration

Price per Pack (£)



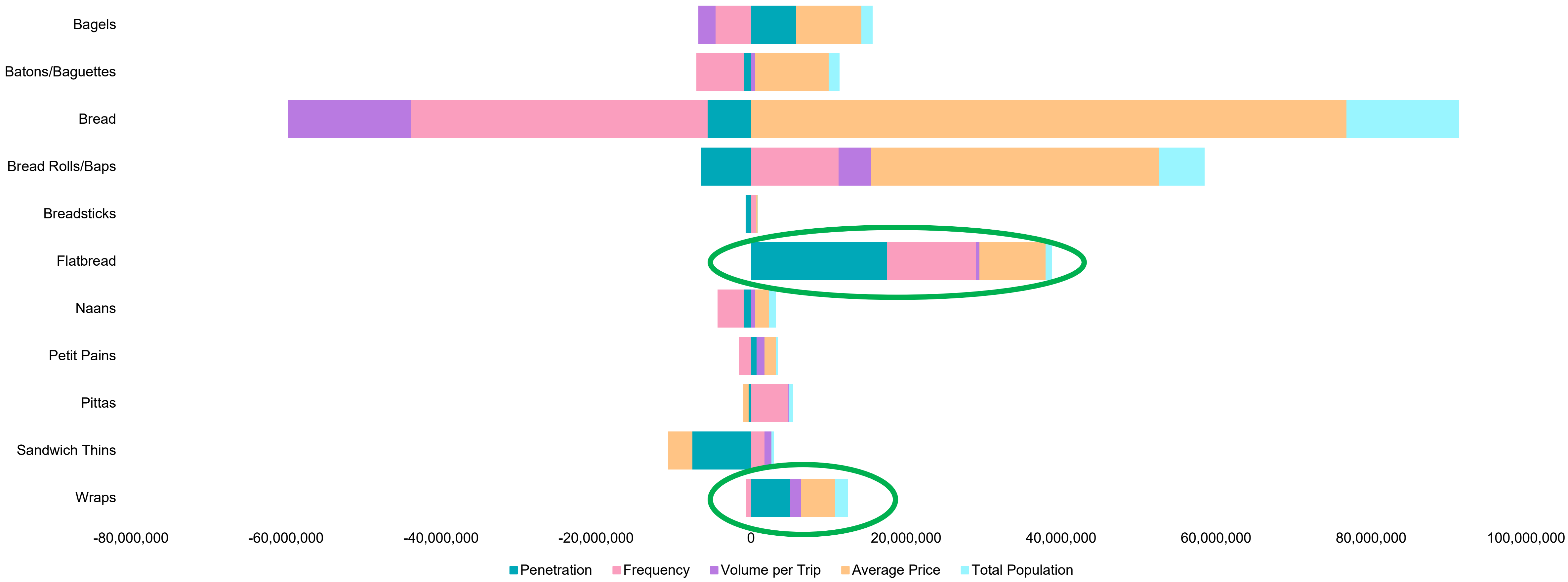
Penetration (%)



Worldpanel by Numerator

Measure: **Average Price per Pack & Penetration** | Periodicity: **Current** | Duration: **52 Weeks** | Retailer: **Total Market** | Product: **Bakery Bread**

Price has been the primary growth driver for most categories, whilst Flatbreads and Wraps have benefitted the most from new shoppers entering

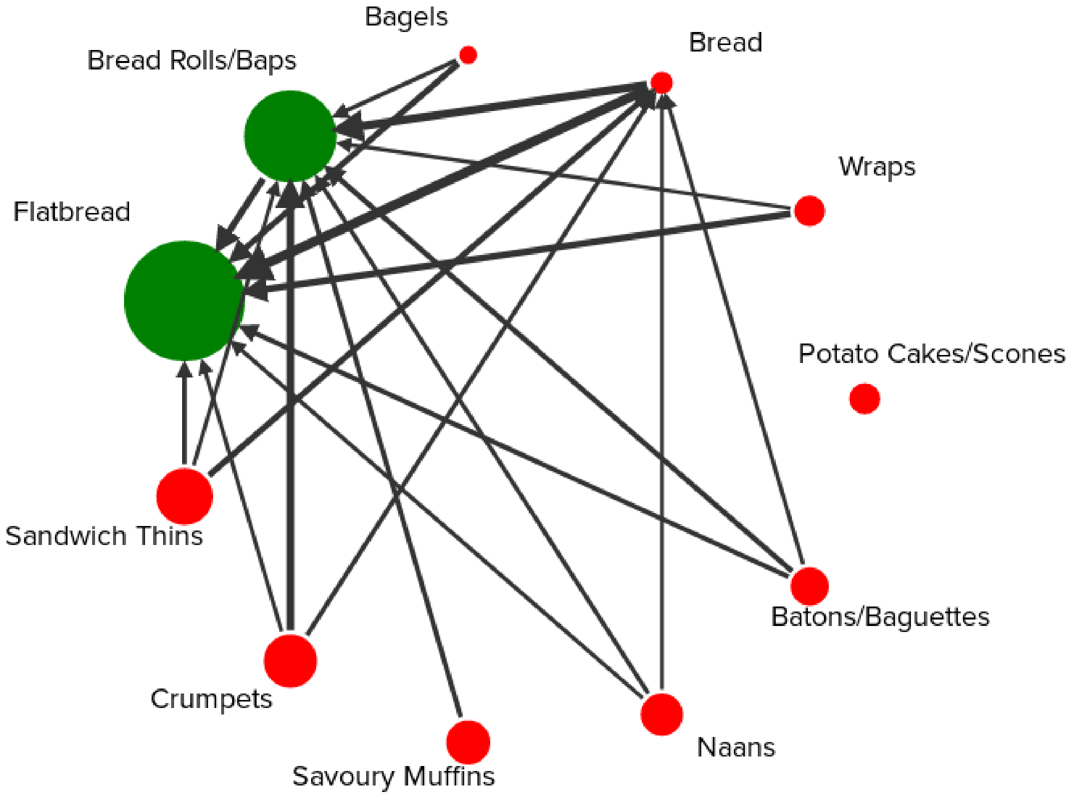


Duration: **52 Weeks** | Period End Date: **22-03-2026** | Base Measure Type: **Packs** | Periodicity: **Attribution** | Retailer: **Total Market**

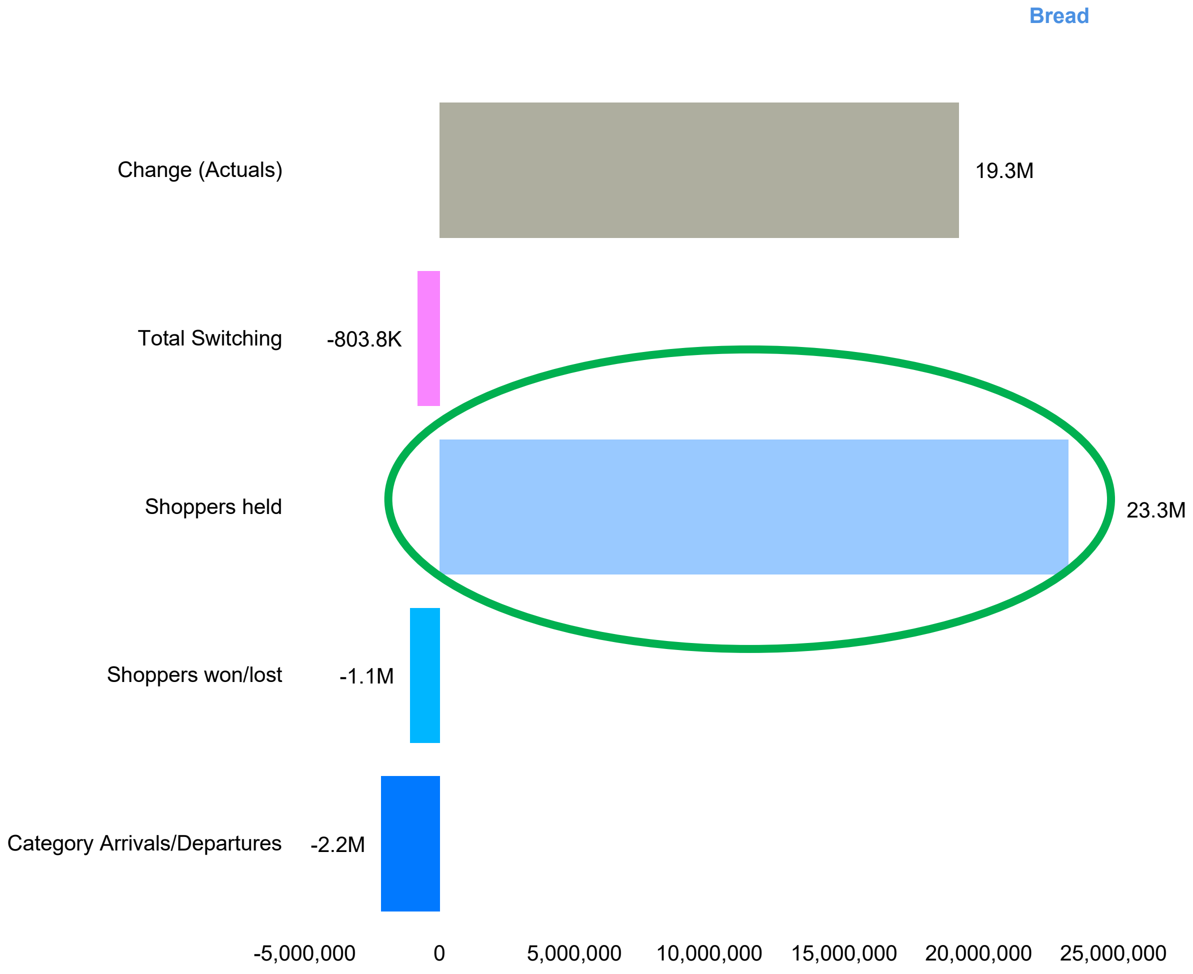
The success of flatbreads can be attributed to them gaining spend from almost every other majority category within bread and morning goods

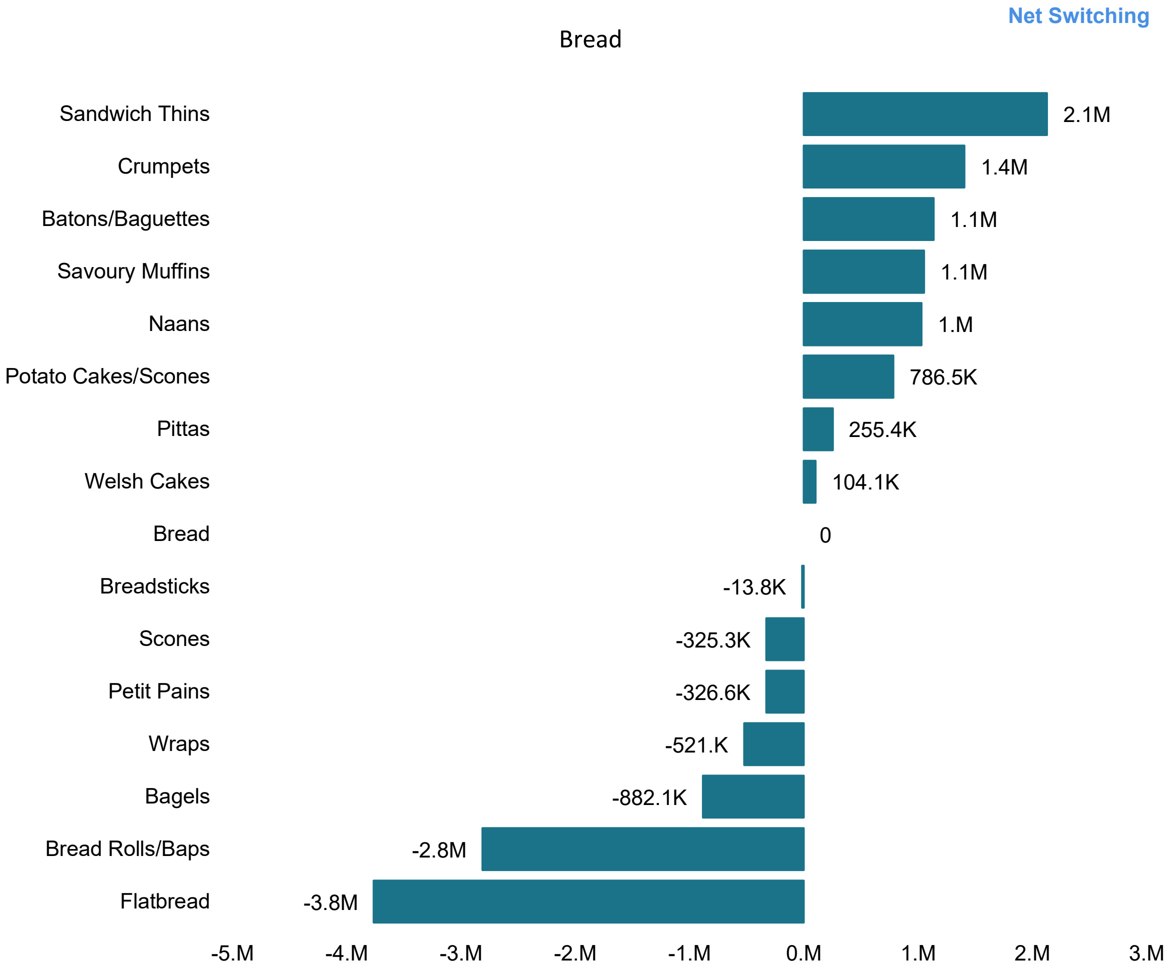
£36.4m

The value gained by bread rolls/baps from existing shoppers who spent more this year compared to last



Whilst Bread has lost spend through categories such as flatbread and rolls, spend growth has been driven through existing shoppers spending more

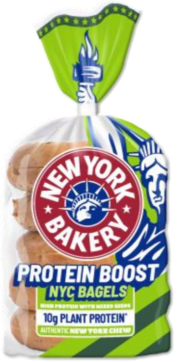




Bagels make up 2 of the top 5 most popular NPD in the latest year, with Warburtons presence highlighting their strength within total goods

£6.4m

£5.8m



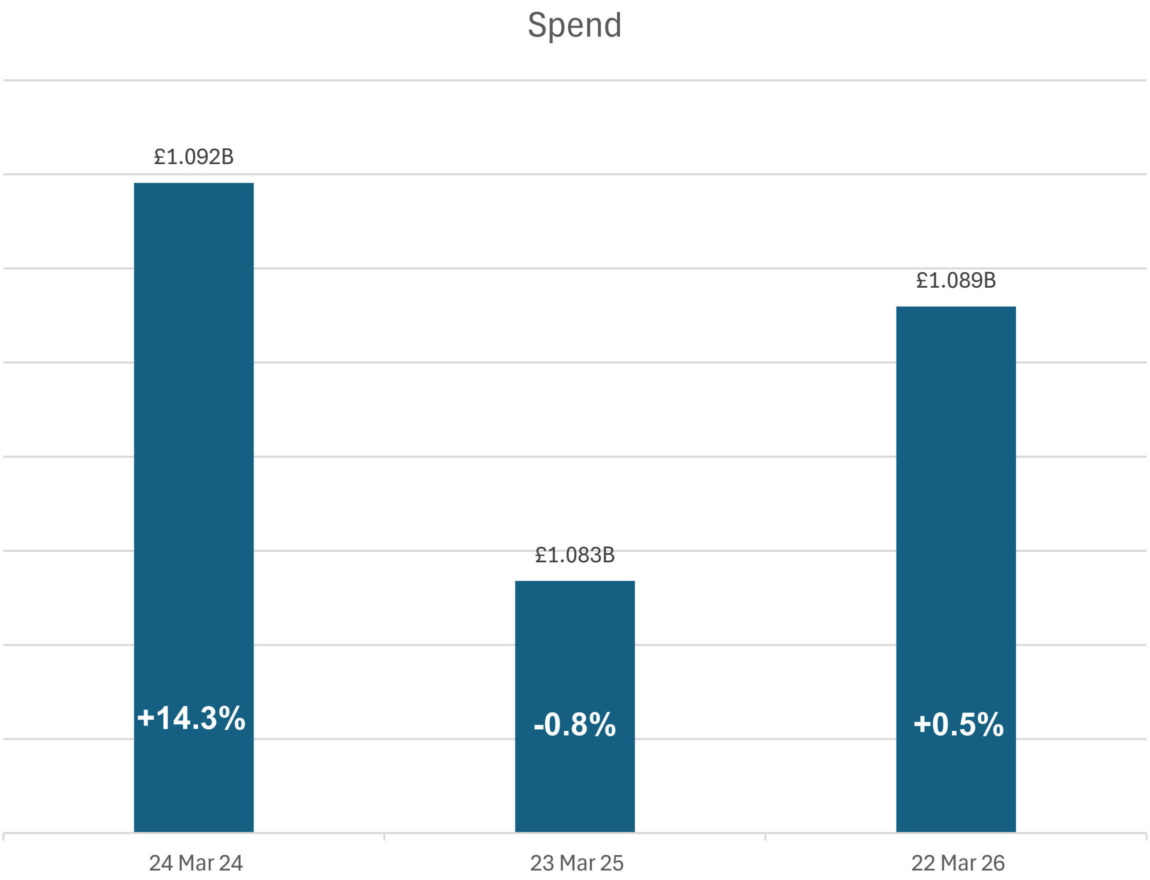
£5.2m

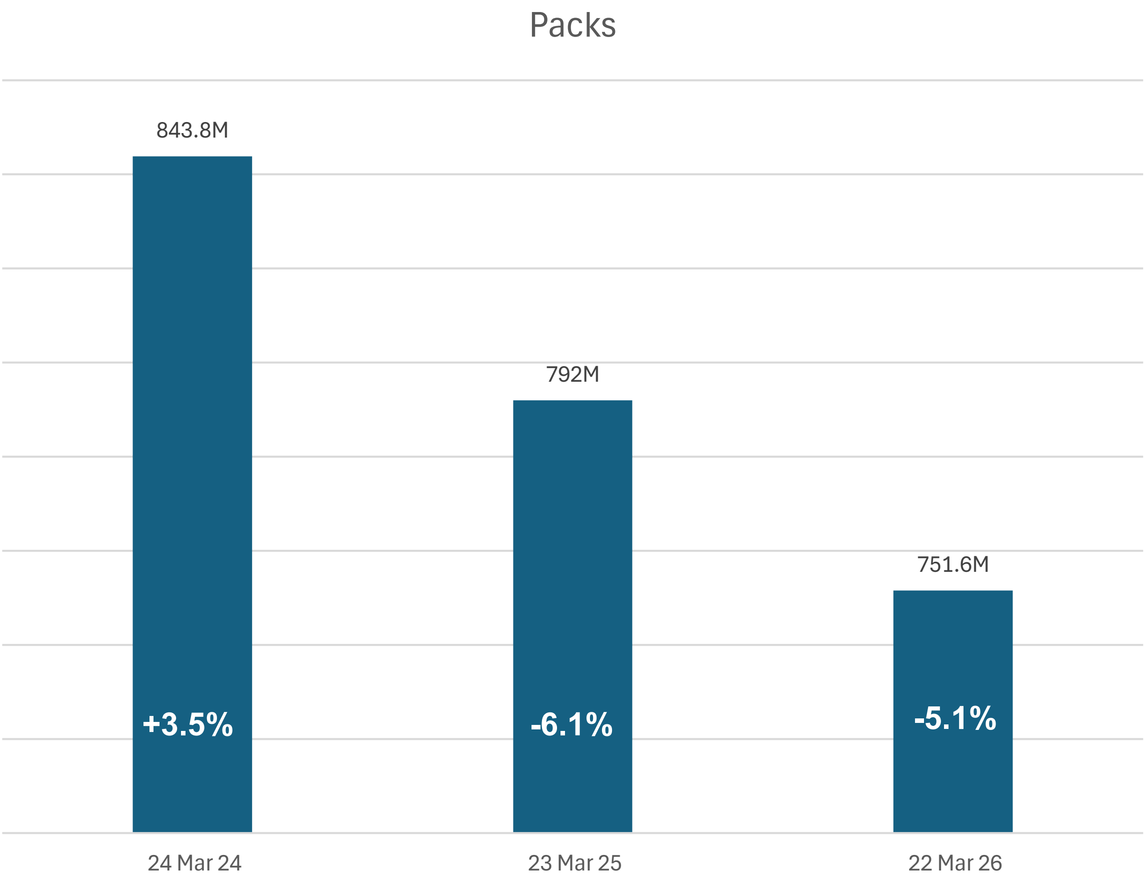
£4.9m

£4.8m

Role of ISB

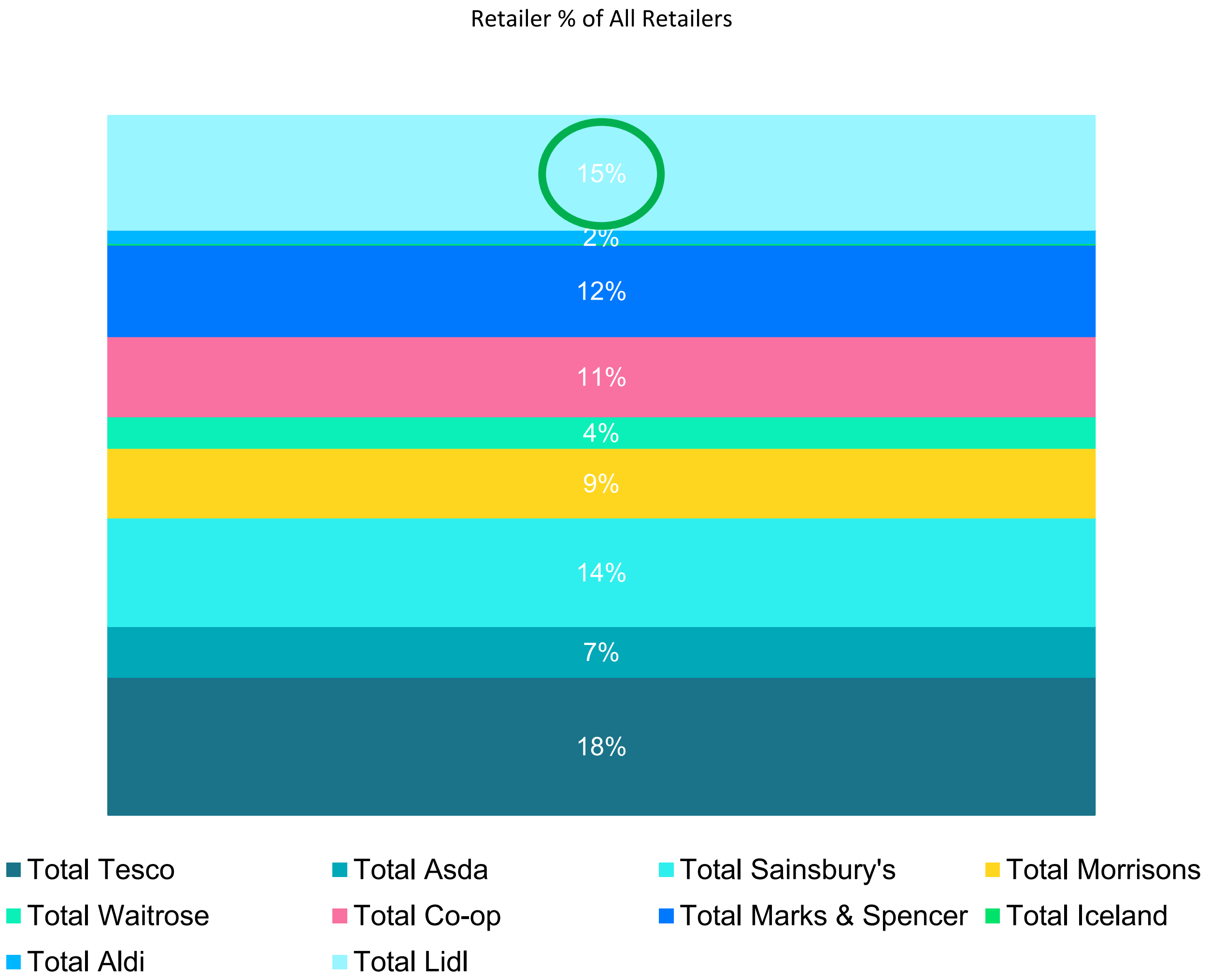
Total ISB Bread & Morning Goods has seen marginal growth which primarily stems from inflation, which is unlikely to be a sustainable method in the long term

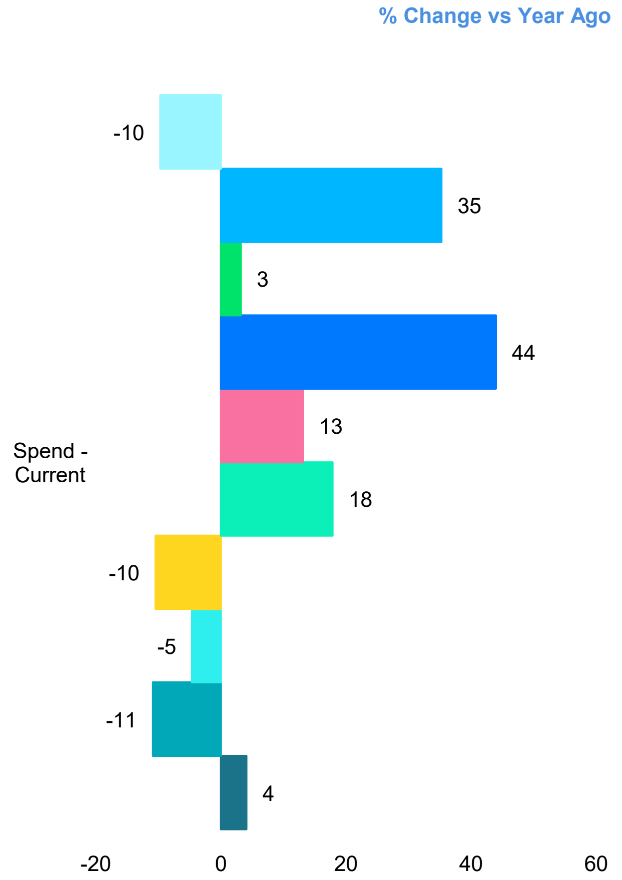




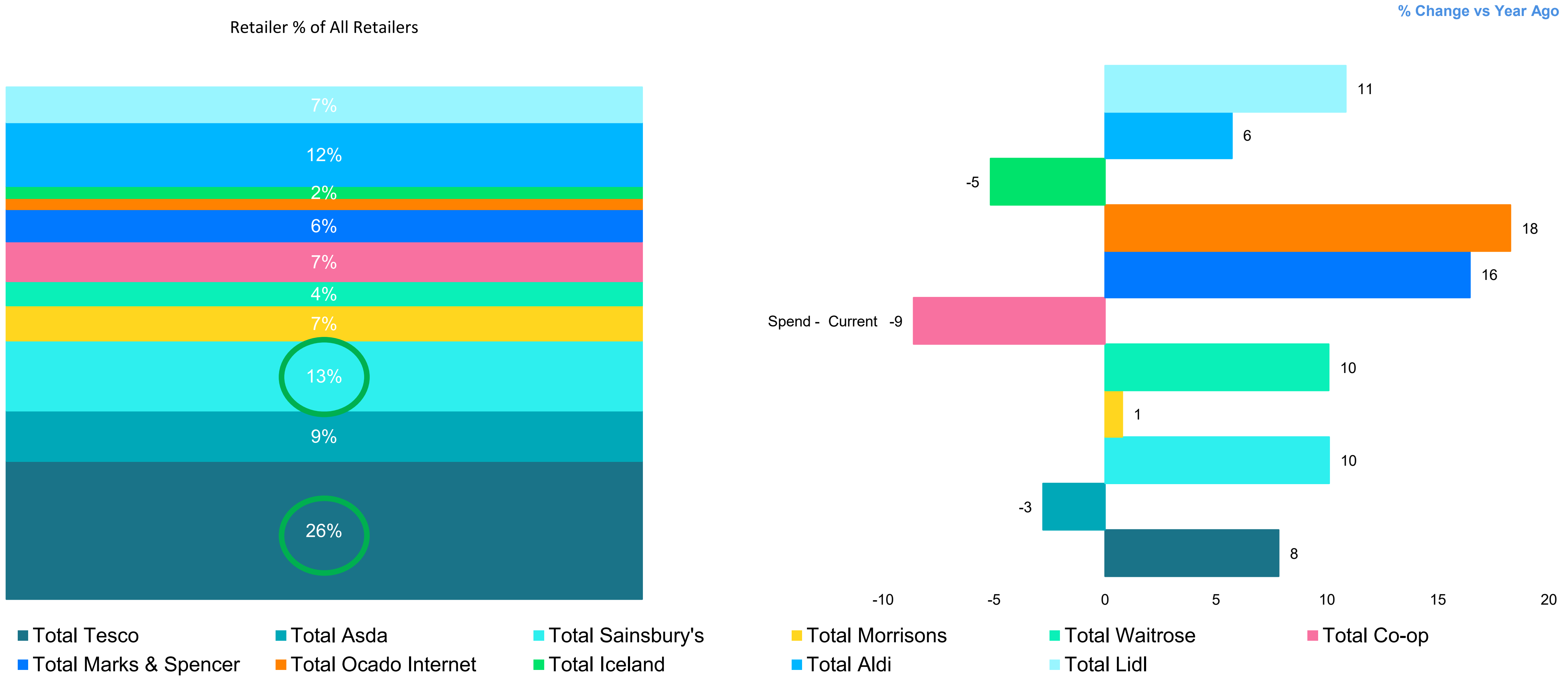
Duration: **52 Weeks** | Period End Date: **22-03-2026** | Product: **Bread + Total Morning Goods** | Base Measure Type: **Packs** | Retailer: **Total Market** | Volume Type: **Units** | Product Attributes 2: **In-store Bakery**

M&S have had considerable success in ISB with numerous viral products





Tesco accounts for 1 in every £4 spent on not-in-store, with double the share of its closest competitor

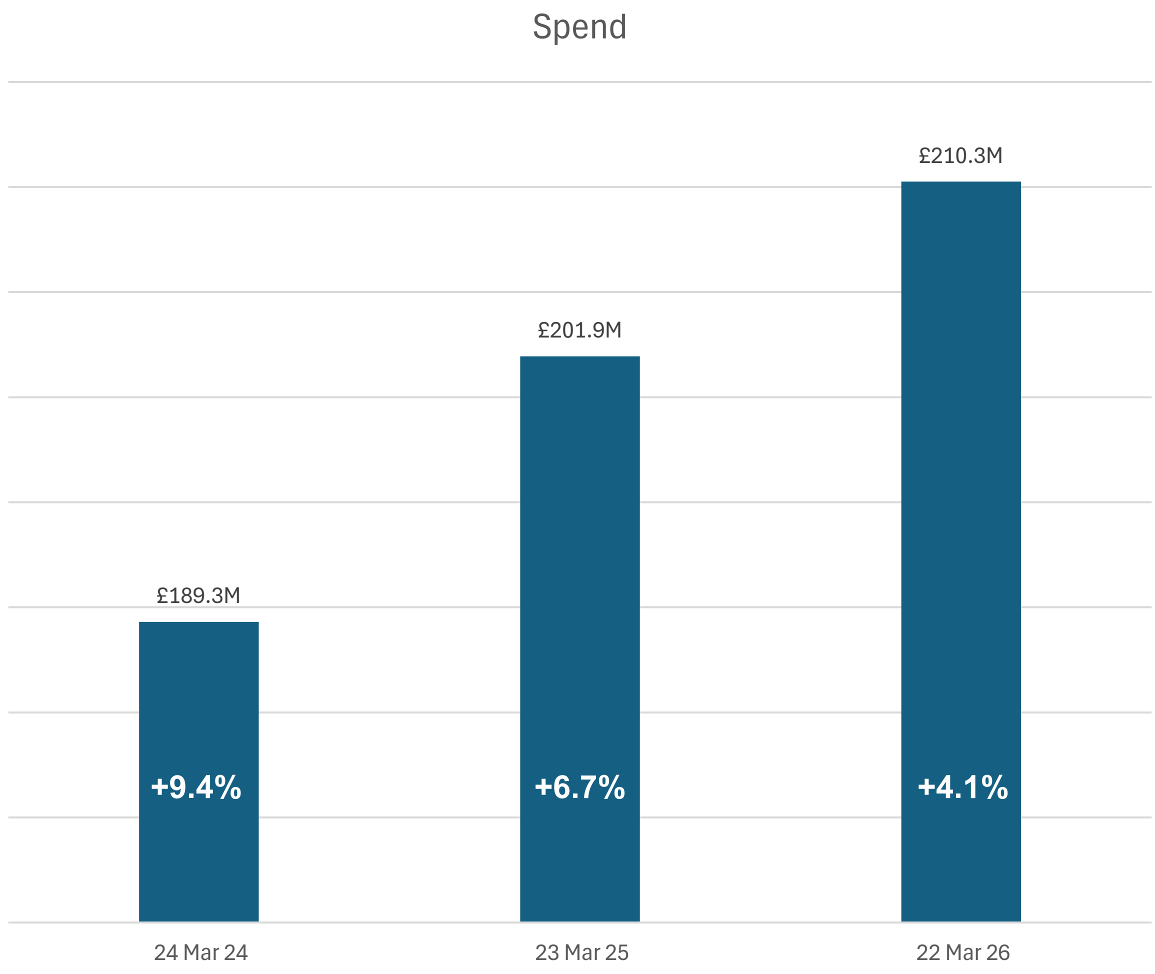


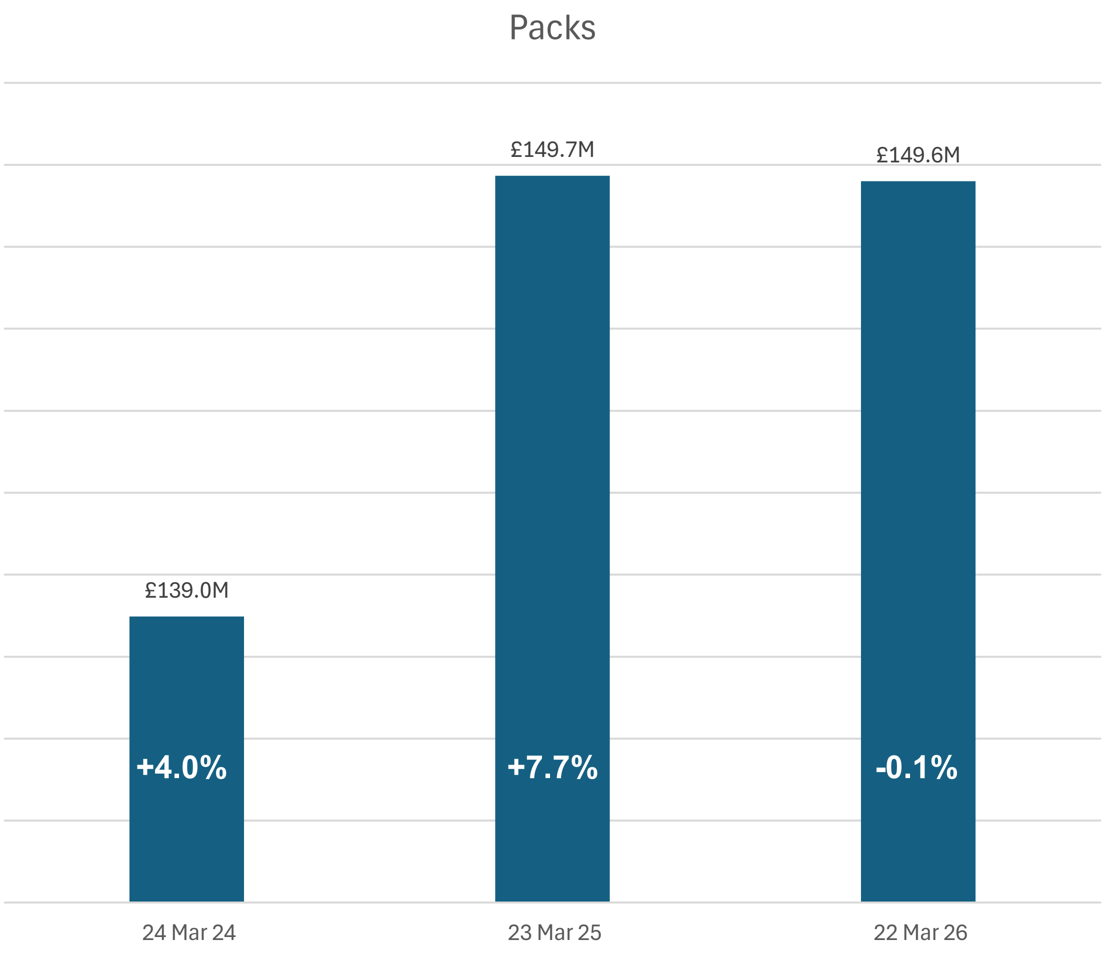
Worldpanel by Numerator

Measure: **Spend** | Product: **Bread + Total Morning Goods** | Duration: **52 Weeks** | Period End Date: **22-03-2026** | Volume Type: **Units** | Product Attributes 2: **Not in Store**

Bagels

Bagels see value increase through price, penetration and volume, suggesting organic growth





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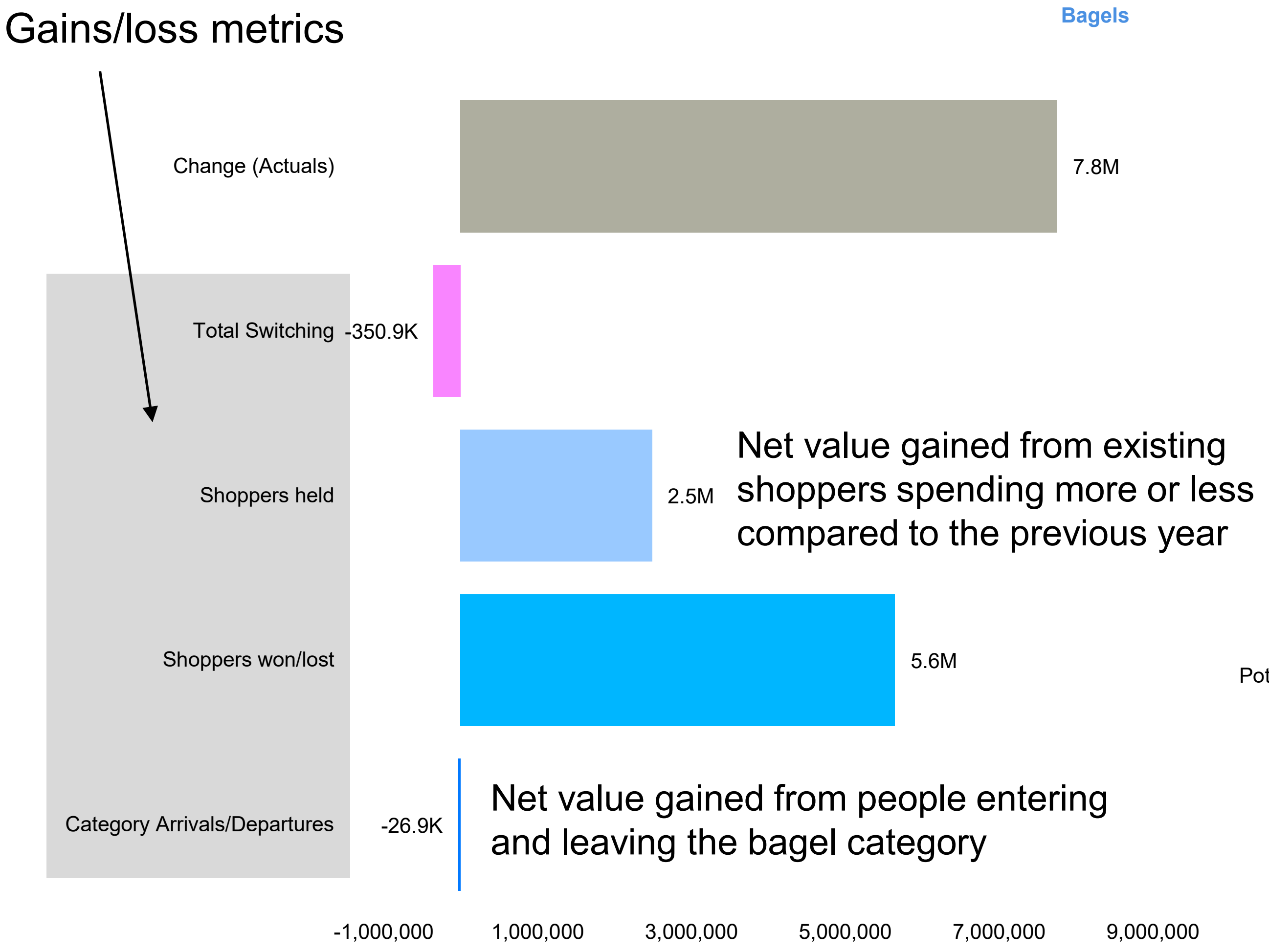
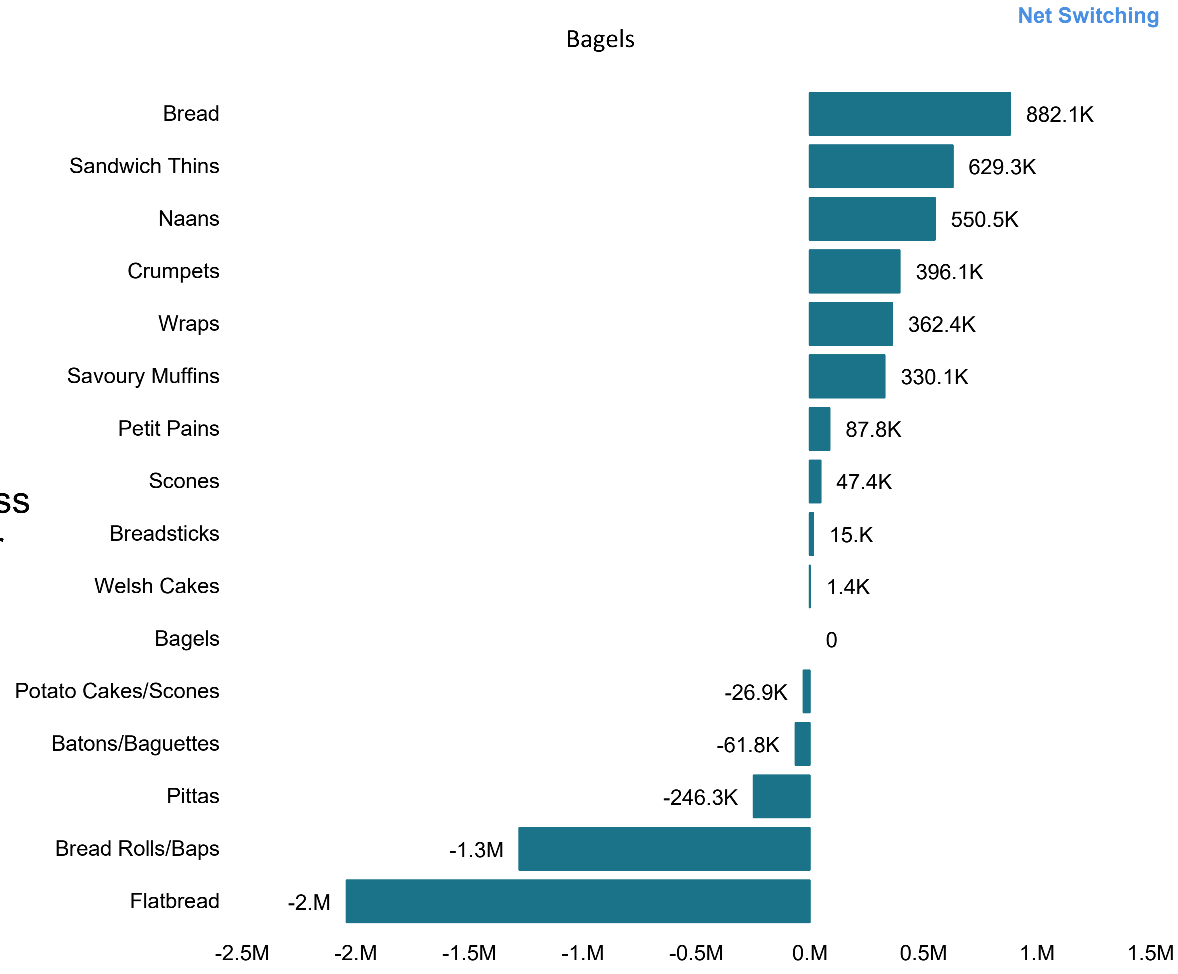
Duration: **52 Weeks** | Period End Date: **22-03-2026** | Product: **Bagels** | Base Measure Type: **Packs** | Retailer: **Total Market**

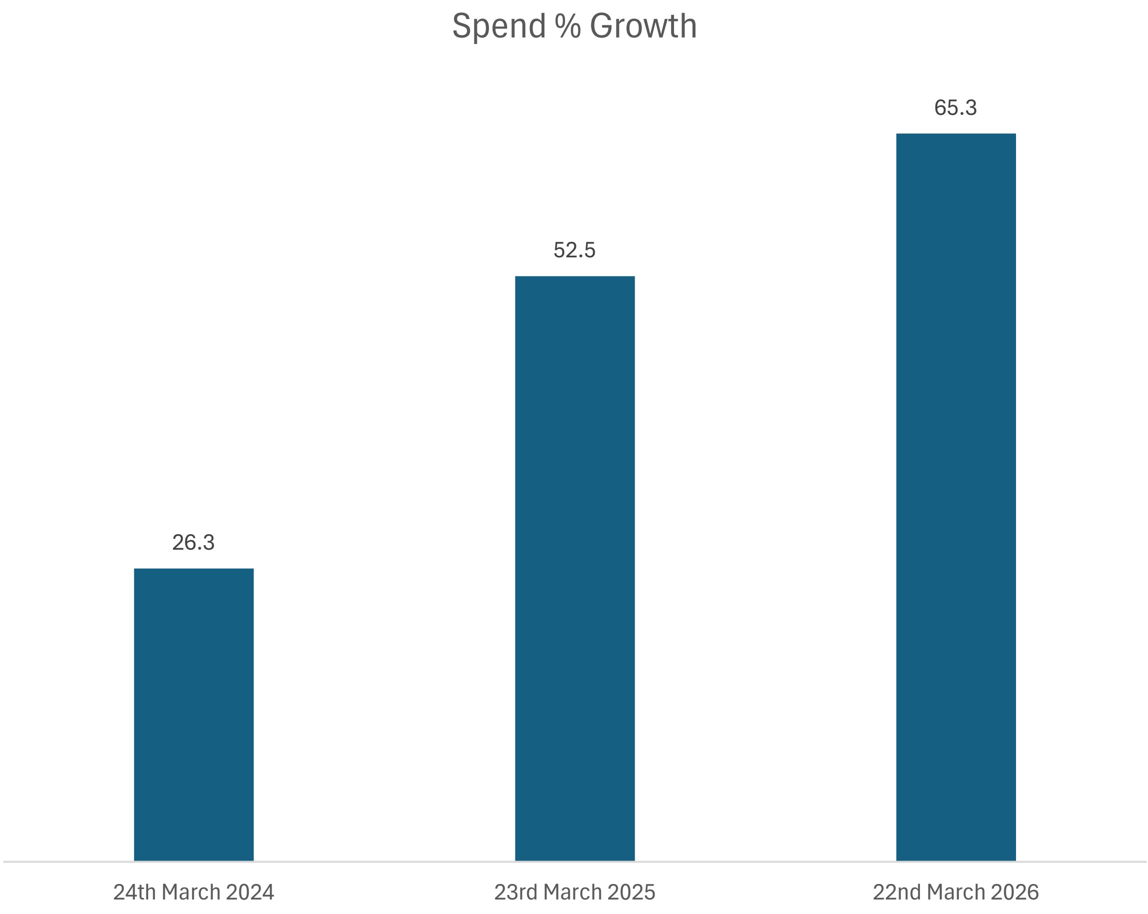
Bagels has also performed well from a gains/loss perspective, with NPD and the growth of protein bagels potentially being key factors

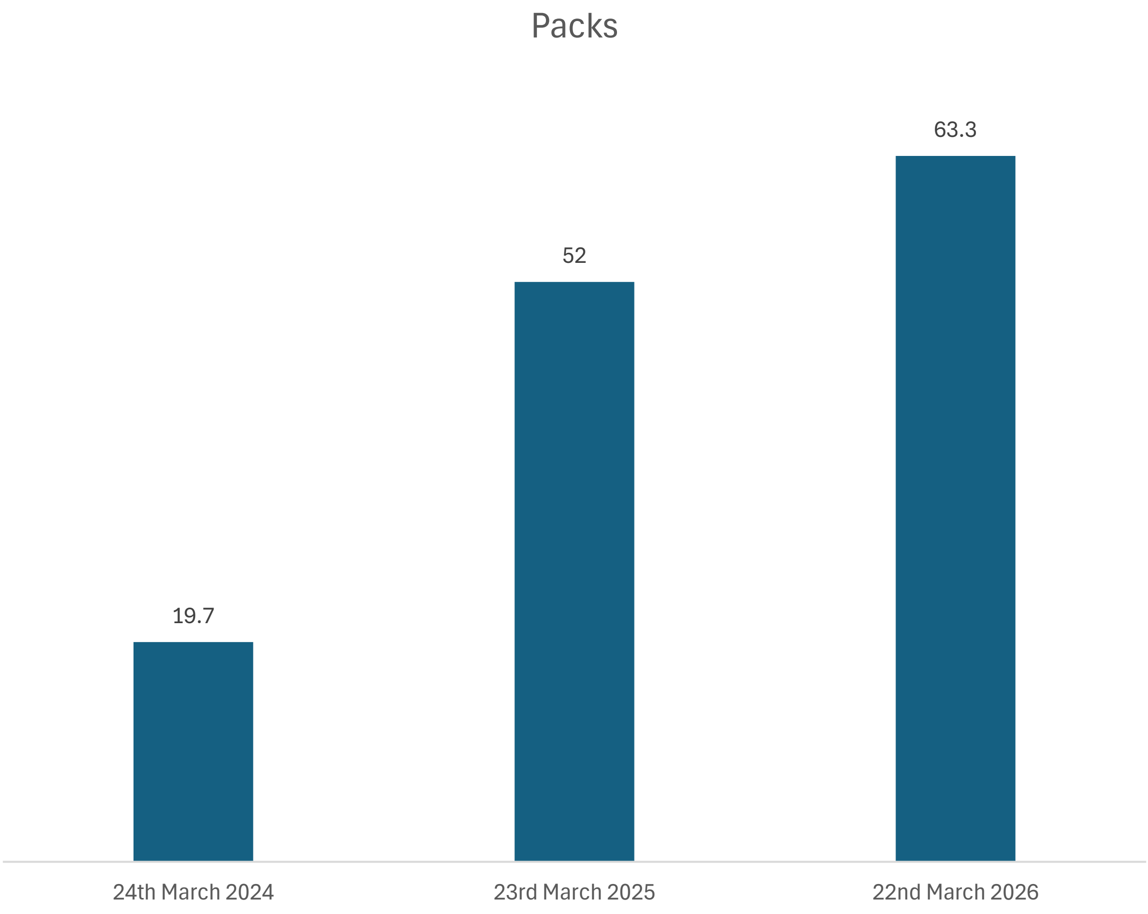




Sourdough

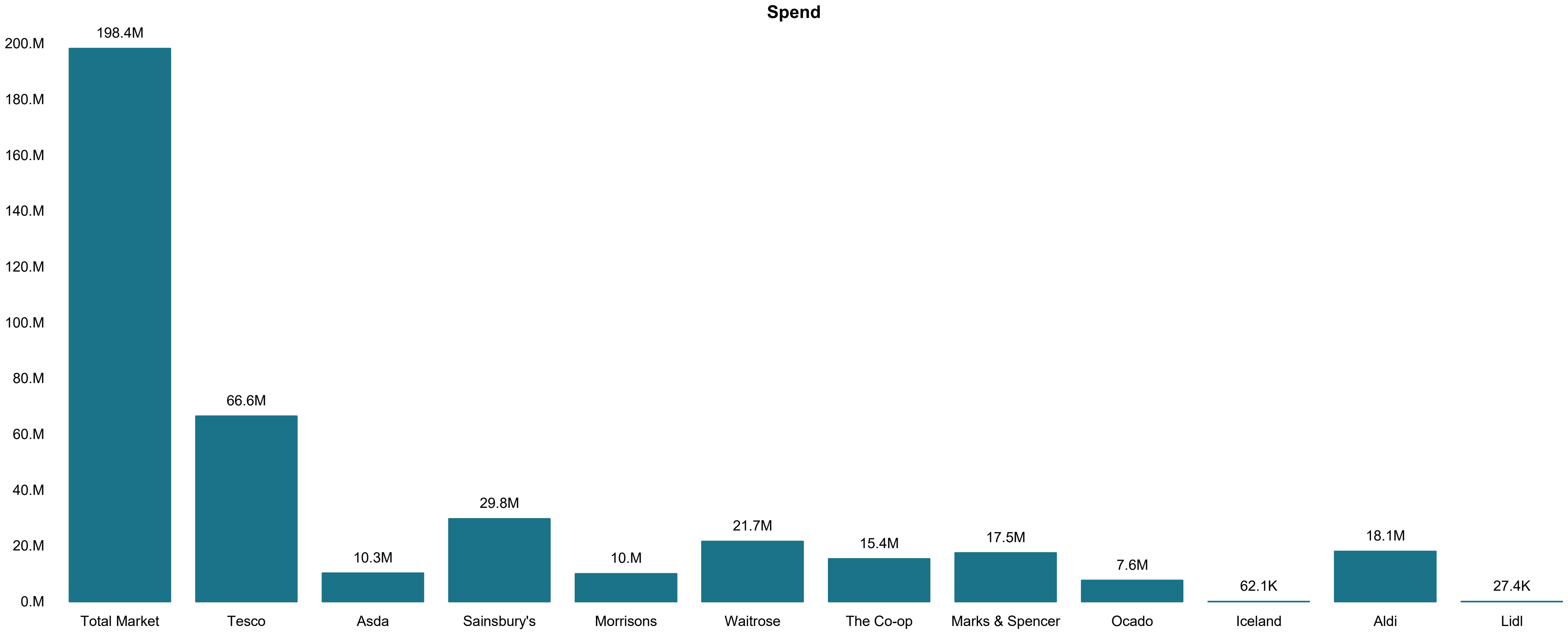
Sourdough’s YoY growth has been consistent and this has been bolstered by volume uplift, highlighting organic growth





Duration: **52 Weeks** | Period End Date: **22-03-2026** | Product: **Bakery- Bread- Sourdough** | Base Measure Type: **Packs** | Retailer: **Total Market**

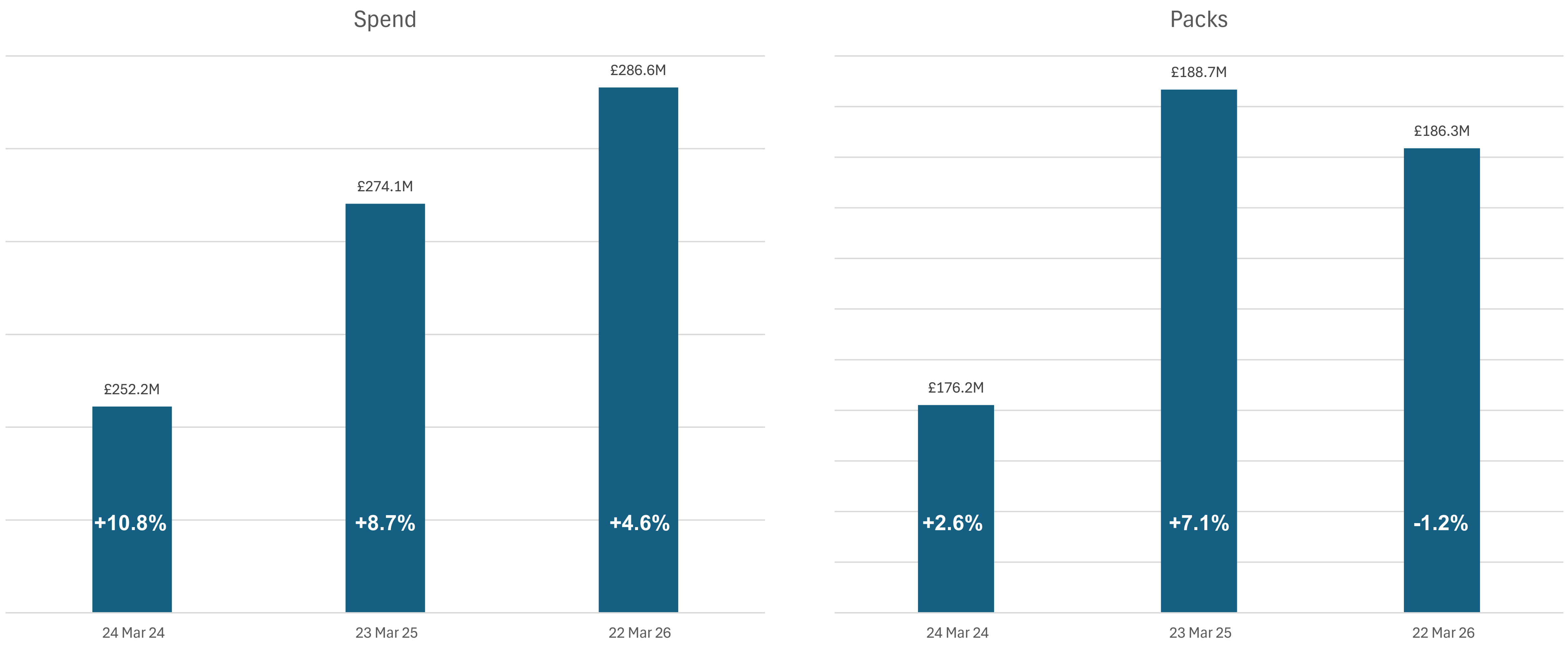
Tesco’s market share is reflected in their Sourdough sales, and premium retailers M&S and Waitrose also boast strong figures



Product: **Bakery- Bread- Sourdough** | Period End Date: **22-03-2026** | Measure: **Spend** | Periodicity: **Current** | Duration: **52 Weeks**

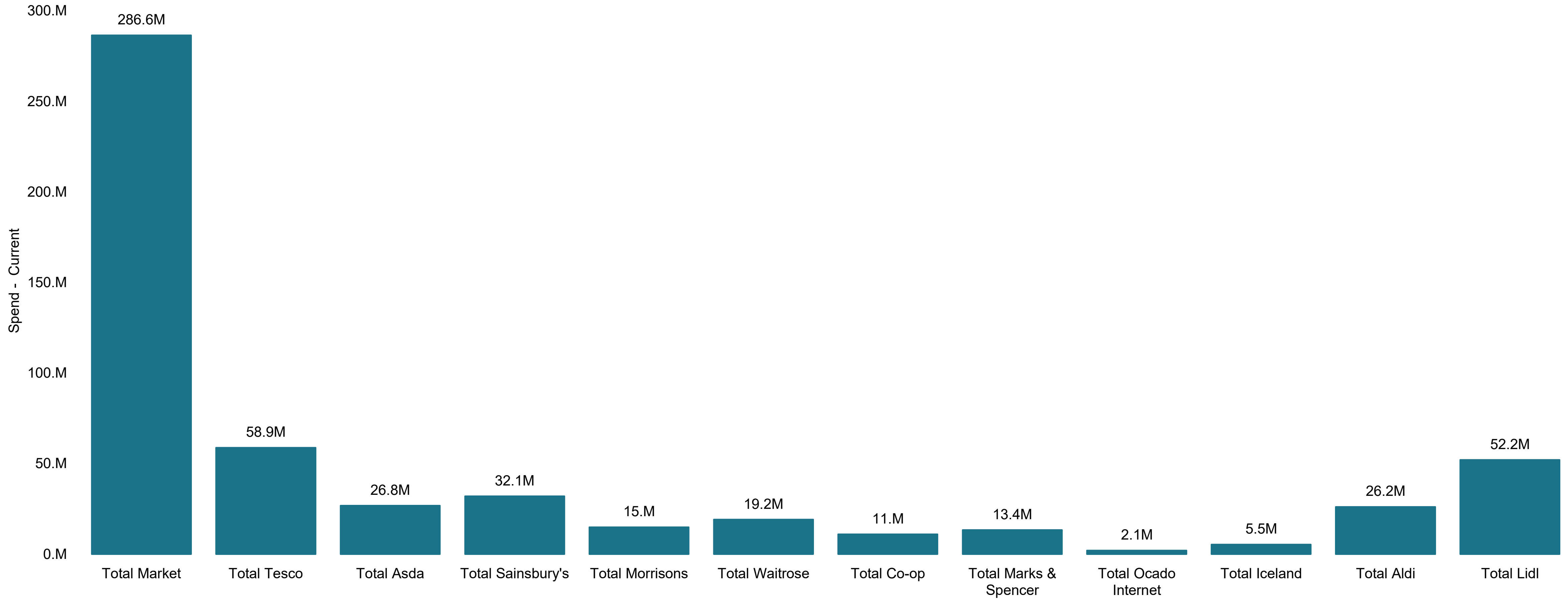
Croissants

Croissants saw year on year value growth, but this hasn't translated across to volume growth, suggesting price-driven uplift



Product: **Croissants** | Period End Date: **22-03-2026** | Measure: **Spend** | Periodicity: **Current** | Duration: **52 Weeks** | Volume Type: **Units**

Lidl has a substantial share within the category relative to it's to share at Total Grocery level, behind only Tesco in terms of category value

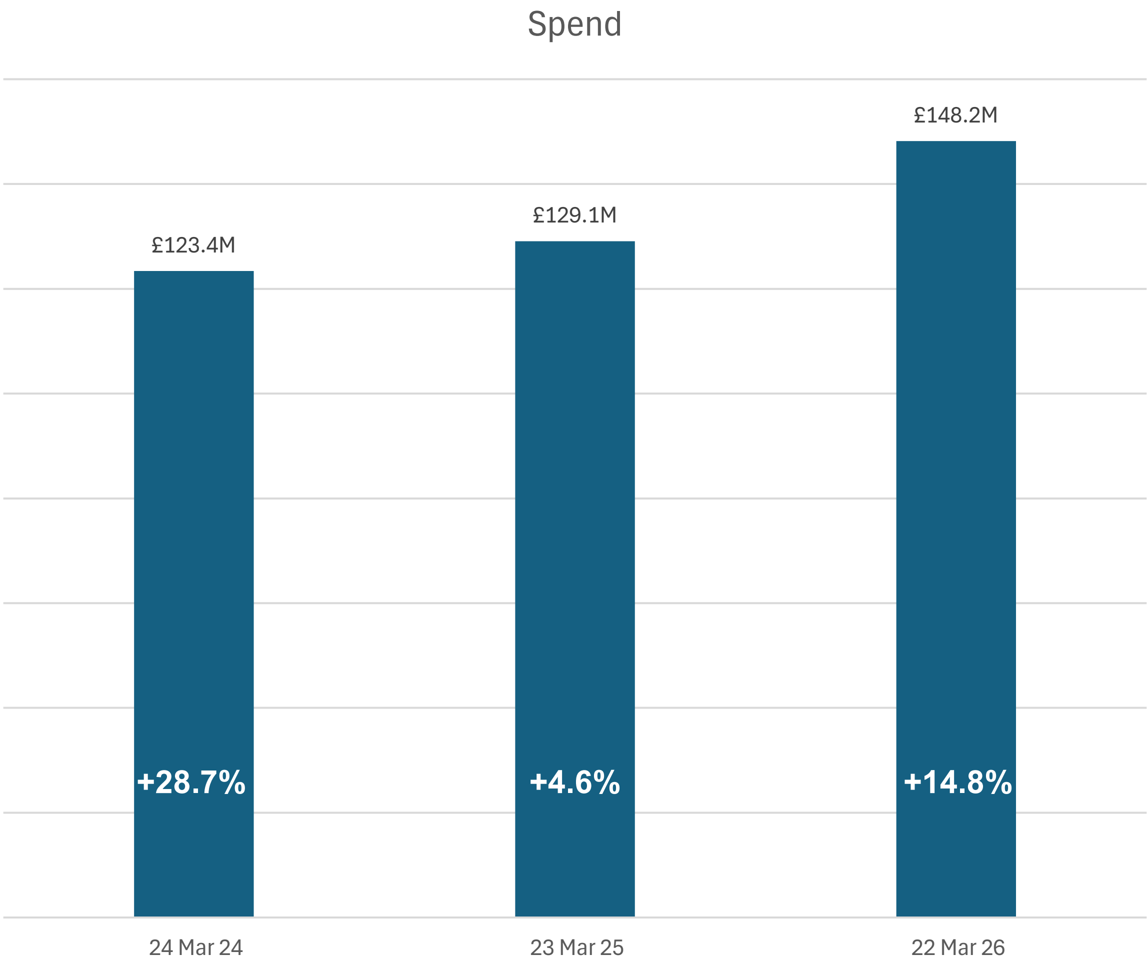


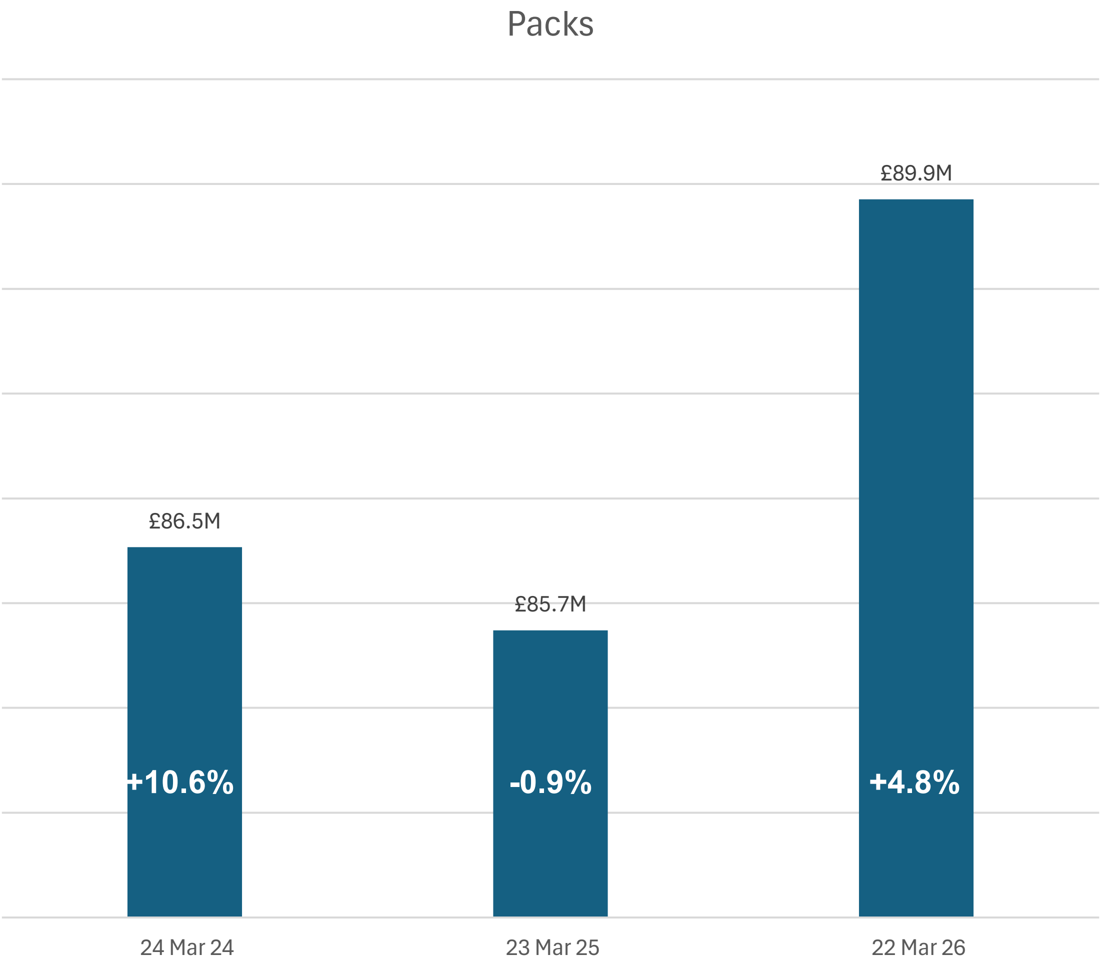
Worldpanel by Numerator

Product: **Croissants** | Period End Date: **22-03-2026** | Measure: **Spend** | Periodicity: **Current** | Duration: **52 Weeks** | Volume Type: **Units**

Pain Au Chocolate

After a slight decline in the previous year, Pain Au Choc has experienced noticeable volume uplift, highlighting organic growth





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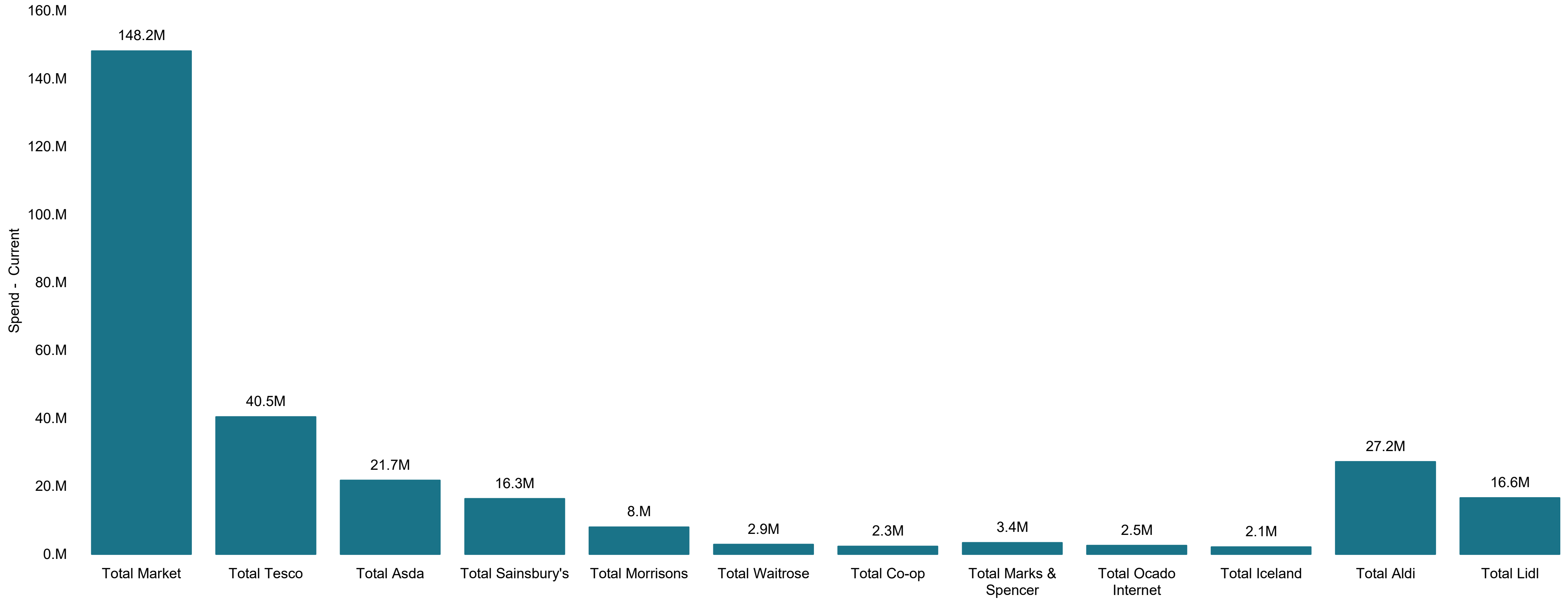
Product: **Pain Au Chocolate** | Period End Date: **22-03-2026** | Measure: **Spend** | Periodicity: **Current** | Duration: **52 Weeks** | Volume Type: **Units**

Again, The Discounters have strong category presence, being the 2nd and 4th largest retailers in Pain Au Choc



Worldpanel by Numerator

Product: **Pain Au Chocolate** | Period End Date: **22-03-2026** | Measure: **Spend** | Periodicity: **Current** | Duration: **52 Weeks** | Volume Type: **Units**

The Federation of Bakers is kindly supported by Worldpanel by Numerator.

Our thanks to Kishen Parekh.

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