Fresh Baked Goods in the U.S.

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Abstracts

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U.S. consumers have been caught in an economic freefall over the past two years, but the crisis appears to be nearing an end. However, the significant changes in attitudes and behaviors brought about by these recessionary pressures persist, with consumers continuing to rethink what value means and monitor spending carefully. In this environment, the growing focus on nutrition as a means to wellness—coupled with renewed interest in eating at home and demand for “comfort food”—has spurred bakeries to provide healthy products that offer high-quality ingredients and a restaurant-quality experience at appealing prices.

These combined trends have resulted in steady, if modest, growth in sales of fresh baked goods over the past five years. Retail sales of fresh bread and sweet baked items topped $16 billion in 2009, up 4.2% from the previous year. And as bakeries grow ever more creative in meeting consumer demand for specific types of products and the economy improves, this rate of growth is likely to improve. Taking all market trends into account, Packaged Facts projects that the market will grow by 26% between 2009 and 2014, to reach $20.1 billion at retail.

A completely new report from Packaged Facts, ***Fresh Baked Goods in the U.S.*** offers a comprehensive look at the overriding trends in the market. The report examines baked goods that are prepared fresh at both in-store and stand-alone bakeries, using preparation methods such as made-from-scratch, mixes, par-baking (or pre-baking) and thaw-and-heat. It also analyzes trends in the key retail channels through which baked goods are sold—both stand-alone bakeries and in-store outlets—including traditional supermarkets, supercenters/mass merchandisers, natural food stores, and warehouse clubs. The report also examines activity at the foodservice level, where trends in baked goods often start, focusing on high-growth areas including bakery cafes.

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A special feature is May/June 2010 custom Packaged Facts research on consumer attitudes and purchasing patterns. Specifically tailored for this report, the survey details consumer preferences for baked goods channels and items purchased, in addition to other psychographic indicators. Additional demographic analysis derives from data compiled by Experian Simmons, New York, NY, including indexing of consumers most or least likely to often eat different types of breads. The report also breaks out sales by type of bread or sweet baked good for numerous segments, details market growth drivers and projects future sales, identifies competitive opportunities including sustainability appeals, and tracks trends at in-store bakeries.

Contents

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Eating Healthy

Table 2-9: Percentage of In-Store Bakery Operators Reporting Dietary Claims, 2008 vs. 2010 (percent)

Table 2-10: Percentage of In-Store Bakery Operators Reporting Sales Gains on Dietary Claims, 2008 vs. 2010 (percent)

Heart-Healthy Grains

Gluten-Free and Other Allergy Concerns

Portion Control and Convenience

Natural and Organic

“Clean Label” Foods

Baking—Naturally

Environmental Concerns

Impact of Healthcare Reform

Figure 2-11: Grocery Manufacturer Survey: “Which Topic Will Be Most Important to Your Business in 2010?”, December 2009 (percent)

Figure 2-12: Grocery Manufacturer Survey: “What Do You Think Consumers Will Be Looking for in 2010?”, December 2009 (percent)

Figure 2-13: Retailer Survey: “Which Topic Will Have the Greatest Impact on Your Business in 2010?”, December 2009 (percent)

Figure 2-14: Retailer Survey: “What Initiatives Are Your Company Most Likely to Focus on in 2010?”, December 2009 (percent)

Food and Beverage Industry Reacts

Food Safety Legislation

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CHAPTER 6: CONSUMER TRENDS

Note on Experian Simmons Survey Data

Whole Grain Breads Have the Momentum

Table 6-1: Household Usage Rates by Type of Bread: Whole Wheat vs. White, 2003, 2005, 2007 and 2009 (percent of U.S. households)

Table 6-2: Household Usage Base by Type of Bread: Whole Wheat vs. White, 2003, 2005, 2007 and 2009 (millions of U.S. households)

Figure 6-1: Household Usage Rates by Top Type(s) of Bread Used Most Often, 2005 vs. 2009 (percent of U.S. households)

Table 6-3: Household Penetration Rates by Types of Bread Used and Used Most Often: Whole Grain Breads vs. White Breads, 2005 vs. 2009 (percent of U.S. households)

Remix Rather Than Revolution in Bread Preferences

Table 6-4: Household Usage Rates By Types of Bread Used, Used Most Often, and Also Used: 2005 vs. 2009 (percent of U.S. households)

Whole Grain vs. White Bread Psychographics

Table 6-5: Psychographic Patterns by Types of Bread Used Most Often: Whole Grain Breads vs. White Breads, 2009 (percent and index)

Psychographics for Individual Types of Bread

Table 6-6: Types of Bread Used Most Often by Those Who Agree a Lot with Statement, “I Work at Eating a Well-Balanced Diet,” 2009 (percent and index)

Table 6-7: Types of Bread Used Most Often by Those Who Agree a Lot with Statement, “I Try to Include Plenty of Fiber in My Diet,” 2009 (percent and index)

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(percent of U.S. households)

Table 6-19: Household Usage Base by Type of Bread: Whole Wheat vs. White, 2003-2009 (millions of U.S. households)

Fresh Bagels Gain at Frozen's Expense

Table 6-20: Household Usage Rates for Bagels: Fresh vs. Frozen, 2003-2009 (millions of U.S. households)

Fresh vs. Frozen Bagel Psychographics

Table 6-21: Psychographic Patterns for Use of Bagels: Fresh vs. Frozen, 2009 (percent and index)

Demographics for Fresh vs. Frozen Bagels

Table 6-22: Purchasing Indices for Fresh vs. Frozen Bagels: By Selected Demographic Traits, 2009 (U.S. households)

Packaged Breakfast Pastries Losing Luster

Table 6-23: Household Usage Rates for Selected Packaged Breakfast Pastries, 2003-2009 (percent of U.S. households)

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