

Bread Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Sandwich Slices, Bun, Rolls, Breadsticks, Ciabatta, Others), By Ingredients (Inorganic, Organic), By Sales Channel (Supermarket/Hypermarket, Departmental Stores, Online, Others), By Region & Competition, 2020-2030F

<https://marketpublishers.com/r/BB5EFD62FE25EN.html>

Date: September 2025

Pages: 181

Price: US\$ 4,500.00 (Single User License)

ID: BB5EFD62FE25EN

Abstracts

Market Overview

Global Bread Market was valued at USD 234.43 billion in 2024 and is expected to grow to USD 290.80 billion by 2030 with a CAGR of 3.71% during the forecast period. The global bread market continues to grow steadily, driven by evolving consumer preferences, urbanization, and increased demand for convenient, ready-to-eat food products. Bread remains a staple in many cultures, with rising interest in healthier alternatives such as multigrain, gluten-free, and low-carb options. Manufacturers are focusing on product innovation, including fortified and functional bread, to cater to health-conscious consumers. The expansion of retail chains, e-commerce platforms, and bakery cafés has further fueled accessibility and availability. Additionally, growing demand for artisanal and premium-quality bread in developed regions, coupled with increasing consumption in emerging economies, is shaping the market's dynamic growth trajectory. According to the U.S. Census Bureau, total retail sales for Q1 2025 rose by 0.4% from Q4 2024. E-commerce sales grew by 6.1% year-over-year, outpacing the 4.5% growth in total retail sales during the same period. E-commerce accounted for 16.2% of total retail sales in Q1 2025, highlighting the continued shift toward online shopping.

Key Market Drivers

Rising Health Consciousness and Demand for Nutritional Products

One of the most influential drivers in the global bread market is the increasing emphasis on health and wellness. As consumers become more informed about the impact of diet on overall health, there is a notable shift toward bread products that align with nutritional needs. This includes a growing demand for whole grain, multigrain, high-fiber, low-sugar, and gluten-free varieties. Consumers are actively seeking options that support digestive health, heart health, and weight management. According to the International Food Information Council (IFIC), over 70% of U.S. consumers actively seek foods with health benefits, influencing their bread purchases.

The rise in gluten intolerance and celiac disease cases has also contributed to the proliferation of gluten-free bread alternatives, expanding market opportunities. Additionally, functional breads fortified with proteins, vitamins, minerals, and probiotics are gaining traction among health-conscious buyers. Manufacturers are increasingly incorporating ingredients like chia seeds, flaxseeds, quinoa, and oats to add value and enhance the health profile of bread. As wellness trends continue to evolve, health-driven innovations are expected to play a pivotal role in shaping product development and brand differentiation.

Key Market Challenges

Short Shelf Life and Distribution Difficulties

Another persistent challenge in the bread industry is the product's relatively short shelf life, especially for fresh, preservative-free, or artisanal breads. Bread is a perishable good that is vulnerable to spoilage from mold, staleness, and contamination, which makes efficient supply chain management and rapid distribution essential. In regions with limited infrastructure or cold chain logistics, ensuring timely delivery while maintaining quality can be particularly challenging.

Retailers often face issues with overstocking or understocking due to bread's short usable window, leading to increased food waste or lost sales. While advances in packaging technologies and freezing methods have extended shelf life in some cases, these solutions can be expensive and may not be suitable for all types of bread. Furthermore, consumer preferences for fresh and minimally processed products make it difficult to rely too heavily on preservatives or long-term storage solutions.

Key Market Trends

Shift Toward Healthier and Functional Bread Options

A significant global trend in the bread market is the increasing consumer demand for healthier, functional, and nutrient-dense bread varieties. Consumers across regions are prioritizing wellness and nutrition, leading to a surge in demand for whole grain, multigrain, high-fiber, and low-sugar bread. Breads enriched with functional ingredients—such as seeds, nuts, omega-3 fatty acids, plant proteins, and probiotics are gaining traction for their added health benefits.

This trend is especially strong in developed markets such as North America and Europe, where aging populations and rising health consciousness are encouraging consumers to choose bread that supports cardiovascular health, digestion, and immune function. Gluten-free bread, once a niche segment catering to individuals with celiac disease, has now become mainstream, supported by general wellness trends. Moreover, breads made with ancient grains like quinoa, millet, and teff are becoming more popular, as they offer nutritional advantages and appeal to consumers seeking natural and traditional food options.

Key Market Players

Grupo Bimbo

Flowers Foods, Inc.

Campbell Soup Company

Britannia Industries Limited

Aspire Bakeries LLC,

Pan-O-Gold Baking Company

Finsbury Food Group Limited

H&S Bakery Inc.

New York Bakery Co

Lewis Bakeries Inc.

Report Scope:

In this report, the Global Bread Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Bread Market, By Product Type:

Sandwich Slices

Bun

Rolls

Breadsticks

Ciabatta

Others

Bread Market, By Ingredients:

Inorganic

Organic

Bread Market, By Sales Channel:

Supermarket/Hypermarket

Departmental Stores

Online

Others

Bread Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Bread Market.

Available Customizations:

Global Bread Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factors Influence Purchase Decision

5. GLOBAL BREAD MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Sandwich Slices, Bun, Rolls, Breadsticks, Ciabatta, Others)

5.2.2. By Ingredients (Inorganic, Organic)

5.2.3. By Sales Channel (Supermarket/Hypermarket, Departmental Stores, Online, Others)

5.2.4. By Region

5.2.5. By Company (2024)

5.3. Market Map

6. NORTH AMERICA BREAD MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Ingredients

6.2.3. By Sales Channel

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Bread Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product Type

6.3.1.2.2. By Ingredients

6.3.1.2.3. By Sales Channel

6.3.2. Canada Bread Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product Type

6.3.2.2.2. By Ingredients

6.3.2.2.3. By Sales Channel

6.3.3. Mexico Bread Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Product Type

6.3.3.2.2. By Ingredients

6.3.3.2.3. By Sales Channel

7. EUROPE BREAD MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Ingredients

7.2.3. By Sales Channel

7.2.4. By Country

7.3. Europe: Country Analysis

7.3.1. France Bread Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Product Type

7.3.1.2.2. By Ingredients

7.3.1.2.3. By Sales Channel

7.3.2. Germany Bread Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Product Type

7.3.2.2.2. By Ingredients

7.3.2.2.3. By Sales Channel

7.3.3. Spain Bread Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Product Type

7.3.3.2.2. By Ingredients

7.3.3.2.3. By Sales Channel

7.3.4. Italy Bread Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Product Type

7.3.4.2.2. By Ingredients

- 7.3.4.2.3. By Sales Channel
- 7.3.5. United Kingdom Bread Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Product Type
 - 7.3.5.2.2. By Ingredients
 - 7.3.5.2.3. By Sales Channel

8. ASIA-PACIFIC BREAD MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product Type
 - 8.2.2. By Ingredients
 - 8.2.3. By Sales Channel
 - 8.2.4. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Bread Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Product Type
 - 8.3.1.2.2. By Ingredients
 - 8.3.1.2.3. By Sales Channel
 - 8.3.2. Japan Bread Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Product Type
 - 8.3.2.2.2. By Ingredients
 - 8.3.2.2.3. By Sales Channel
 - 8.3.3. India Bread Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Product Type
 - 8.3.3.2.2. By Ingredients

- 8.3.3.2.3. By Sales Channel
- 8.3.4. South Korea Bread Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Product Type
 - 8.3.4.2.2. By Ingredients
 - 8.3.4.2.3. By Sales Channel
- 8.3.5. Indonesia Bread Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Product Type
 - 8.3.5.2.2. By Ingredients
 - 8.3.5.2.3. By Sales Channel

9. MIDDLE EAST & AFRICA BREAD MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Product Type
 - 9.2.2. By Ingredients
 - 9.2.3. By Sales Channel
 - 9.2.4. By Country
- 9.3. MEA: Country Analysis
 - 9.3.1. South Africa Bread Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Product Type
 - 9.3.1.2.2. By Ingredients
 - 9.3.1.2.3. By Sales Channel
 - 9.3.2. Saudi Arabia Bread Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Product Type
 - 9.3.2.2.2. By Ingredients

- 9.3.2.2.3. By Sales Channel
- 9.3.3. UAE Bread Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Product Type
 - 9.3.3.2.2. By Ingredients
 - 9.3.3.2.3. By Sales Channel
- 9.3.4. Turkey Bread Market Outlook
 - 9.3.4.1. Market Size & Forecast
 - 9.3.4.1.1. By Value
 - 9.3.4.2. Market Share & Forecast
 - 9.3.4.2.1. By Product Type
 - 9.3.4.2.2. By Ingredients
 - 9.3.4.2.3. By Sales Channel

10. SOUTH AMERICA BREAD MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Product Type
 - 10.2.2. By Ingredients
 - 10.2.3. By Sales Channel
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Bread Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Product Type
 - 10.3.1.2.2. By Ingredients
 - 10.3.1.2.3. By Sales Channel
 - 10.3.2. Argentina Bread Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Product Type
 - 10.3.2.2.2. By Ingredients

- 10.3.2.2.3. By Sales Channel
- 10.3.3. Colombia Bread Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Product Type
 - 10.3.3.2.2. By Ingredients
 - 10.3.3.2.3. By Sales Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

14. PORTERS FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Company Profiles
 - 15.1.1. Grupo Bimbo
 - 15.1.1.1. Business Overview
 - 15.1.1.2. Company Snapshot
 - 15.1.1.3. Products & Services
 - 15.1.1.4. Financials (As Per Availability)
 - 15.1.1.5. Key Market Focus & Geographical Presence

- 15.1.1.6. Recent Developments
- 15.1.1.7. Key Management Personnel
- 15.1.2. Flowers Foods, Inc.
- 15.1.3. Campbell Soup Company
- 15.1.4. Britannia Industries Limited
- 15.1.5. Aspire Bakeries LLC,
- 15.1.6. Pan-O-Gold Baking Company
- 15.1.7. Finsbury Food Group Limited
- 15.1.8. H&S Bakery Inc.
- 15.1.9. New York Bakery Co
- 15.1.10. Lewis Bakeries Inc.

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

I would like to order

Product name: Bread Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Sandwich Slices, Bun, Rolls, Breadsticks, Ciabatta, Others), By Ingredients (Inorganic, Organic), By Sales Channel (Supermarket/Hypermarket, Departmental Stores, Online, Others), By Region & Competition, 2020-2030F

Product link: <https://marketpublishers.com/r/BB5EFD62FE25EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BB5EFD62FE25EN.html>