

United States Bread Market By Type (Fresh, Frozen), By Ingredients (Inorganic, Organic), By Product Type (Sandwich Slices, Bun, Rolls, Breadsticks, Ciabatta and Others (Loaves, Brioche, Baguette, etc.)), By Distribution Channel (Supermarket/Hypermarket, Departmental Store, Convenience Store, Specialty Retailers, Online, Others (Wholesales, Direct Sales, etc.)), By Region, Competition Forecast & Opportunities, 2018-2031F

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Abstracts

The United States bread market was valued at USD29.93 billion in 2022 and is projected to grow at a CAGR of 3.95% through 2028 and is anticipated to project robust growth in the forecast period. The market for bread in the United States is rising due to the adoption of frozen & organic bread and advancement in production techniques in the United States market. Furthermore, during the forecast period, rising disposable income and increased bread consumption among the population are expected to boost the US bread market.

United States Bread Market Scope

Bread is a regular food consumed all across the country and is prepared by combining water, yeast, and flour before baking it at a particular temperature. It has been a part of the diet from various years. It has been prepared in a number of ways with a wide range of components and processes. On the basis of type, bread is available as fresh and frozen bread in the US. Frozen bread is preserved to extend the shelf life, while fresh breads have no preservatives added, so they have a short shelf life. On the basis of

ingredients, it is considered that organic bread have ingredients that have grown without the use of pesticides, synthetic fertilizers, sewage sludge, genetically modified organisms (GMOs), or ionizing radiation. The bread market in the United States has been categorized according to product type, which includes sandwich slices, bun, rolls, breadsticks, ciabattas, and others (loaves, brioche, baguettes, etc.).

United States Bread Market Overview

The United States Bread market is experiencing high demand owing to its versatility, affordability, and convenience as well as it is considered a significant food in the American culture. It is a versatile food that can be eaten for breakfast, lunch, or dinner, and it can be used to make sandwiches, toast, and other dishes. The bread market in the United States is a large and diverse industry, with a wide range of products and brands available to consumers.

According to a study, bread consumed per capita per year in the United States is around 17 kg. Moreover, according to an article by a bakery company, nearly 200 million Americans used one package of bread a week on average in 2020. Thus, the demand for bread in the United States has remained relatively stable over the years; mostly households buy bread at least once a week. However, there has been a shift in consumer preferences towards healthier and more natural bread options. This has led to an increase in demand for organic, whole grain, and gluten-free bread products.

United States Bread Market Drivers

The United States bread market is driven by various factors, such as consumers becoming more health conscious and looking for bread that is made from whole grain, is gluten-free, and has lower calories and fat content. Moreover, consumers are looking for bread that is easy to prepare and can be consumed on the go, and for that, manufacturers are producing pre-sliced bread with longer shelf lives. Due to the rising obesity incidence and other health problems in the United States, customers are increasing their focus on living healthy lifestyles. Thus, consumers are growing more health conscious and looking out for healthier bread options. Because of this, whole wheat bread, as well as gluten-free and low-carb varieties, are in more demand.

Moreover, the second largest source of calories in the American diet is bread, rolls, and bagels. Many consumers prefer quick and simple food options due to their busy lifestyles. Also, since they may be rapidly toasted as a simple breakfast alternative, pre-sliced bread, and bun bread are extremely popular in the United States. According to a

study, nearly 73% of Americans claim that while dining out, the meal includes a certain kind of bread as a starter or part of the main course. Furthermore, it increases the demand for bread from restaurants and food services. Thus, bread is more than an everyday staple food and is one of the best comfort foods that is preferred by Americans.

United States Bread Market Trends

The demand for gluten-free baked products is expected to increase as customers have become more conscious of symptoms of gluten intolerance. Around 1% of the population in the United States, or 1 in every 133, has celiac disease. Thus, the market for gluten-free bread is also expected to rise. In 2021, Canyon Bakehouse introduced a brand of frozen bread 2021, along with gluten-free Brioche-Style Sub Rolls and Hawaiian Sweet Bread. Thus, it is also expected that the availability of gluten-free products, such as breadcrumbs, pita bread, hamburger buns, and flatbread, will boost market expansion throughout the predicted period.

Additionally, with the availability of frozen bread, manufacturers are offering long shelf-life products, frozen dough, packaged goods, and half-baked foods, which has boosted the sales of the bread market. The companies have modified the conventional method of making bread and started implementing innovative processes that ensure the bread will stay fresh for a long time to satisfy the increasing demand for a variety of bread. Moreover, bread manufacturers are constantly introducing new products and flavors to the market to meet the demands of changing consumer preferences. This includes everything from artisanal bread to bread made with unique ingredients such as quinoa or chia seeds. For instance, in 2023, King Arthur Baking Company launched Gluten-Free Bread Flour at Natural Products Expo West in the United States.

United States Bread Market Challenges

Since bread is a perishable good, manufacturers must carefully control its shelf life. This can be challenging, as the product can quickly become stale. As a result, excessive wastage is witnessed, and this further leads to reduced profitability for the manufacturers. It is also considered that bread products should be stored in a cool place or room temperature environment to avoid the growth of mould. Also, fresh homemade bread without preservatives can be consumed within 3-4 days if stored at room temperature.

In addition, the growth of new product variants in the bakery industry is a significant

trend, with more indulgent and personalized items becoming popular, as well as low-carb, gluten-free, and fortified options constantly appearing on the market; manufacturers must be able to quickly launch new offers in order to keep the place in the market.

Market Recent Developments

In 2022, Flowers Foods acquired Papa Pita Bakery, a manufacturer and distributor of high-quality bagels, tortillas, breads, buns, English muffins, and flat breads with the aim to increase its presence in the western United States.

In 2022, Bimbo Bakeries' Sara Lee sliced bread combined with Artesano sliced bread reached around USD1 billion in retail sales. With this accomplishment, the group made significant progress toward its goal of becoming the most well-known bread brand in America.

In 2023, Sara Lee Bread, a producer of delicious bread, buns, rolls, and breakfast items, recently launched Sara Lee White Bread Made with Veggies to its product portfolio. It is baked with the equivalent of one cup of vegetables in each loaf and fortified with vitamins A, D, and E.

Market Opportunities

The hospitality industry, which makes a significant contribution to the US economy, includes food service as one of its major market segments. The average American family spends around 50% of its dinner spending at restaurants, and the business is estimated to be worth USD800 billion in the United States in 2022. For instance, 87% of Americans enjoy being offered a complimentary starter of fresh bread products (such as a breadbasket or garlic bread) while dining out. Thus, hotels, restaurants, and catering companies can increase their production capacities with the rising sales and consumption of baked goods products. The bread market in the United States represents a significant opportunity for entrepreneurs and investors.

Market Segmentation

The United States bread market is segmented based on the type, ingredients, product type, distribution channel, region, and company. In terms of type, the United States bread market is segmented into fresh and frozen. In terms of ingredients, the market is

segmented into inorganic and organic. The product type segment is divided into sandwich slices, bun, rolls, breadsticks, ciabatta, and others (loaves, brioche, baguettes, etc.). The distribution channel segment is divided into convenience stores, specialty retailers, supermarkets/hypermarkets, departmental store, online, and others (wholesales, direct sales, etc.).

Company Profiles

Bimbo Bakeries USA, Flowers Foods, Inc., Campbell Soup Company, United States Bakery (Franz Family Bakery), Perfection Bakeries LLC (Aunt Millie's Bakeries), Aspire Bakeries LLC, Pan-O-Gold Baking Company, H&S Bakery Inc., New York Bakery Co, Lewis Bakeries Inc. are some of the leading market players of the United States bread market.

Report Scope:

In this report, United States bread market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

United States Bread Market, By Type:

Fresh

Frozen

United States Bread Market, By Ingredients:

Inorganic

Organic

United States Bread Market, By Product Type:

Sandwich Slices

Bun

Rolls

Breadsticks

Ciabatta

Others (Loaves, Brioche, Baguette, etc.)

United States Bread Market, By Distribution Channel:

Convenience Store

Specialty Retailers

Supermarket/Hypermarket

Departmental Store

Online

Others (Wholesales, Direct Sales, etc.)

United States Bread Market, By Region:

South

West

Mid-West

North-East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Bread market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a

United States Bread Market By Type (Fresh, Frozen), By Ingredients (Inorganic, Organic), By Product Type (Sand...

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).

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