Bread Market Forecast to 2030 - Global Analysis By Type (Loaves, Sandwich Bread, Baguettes, Burger Buns, and Others); Category (Organic and Conventional); Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)

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Abstracts

The bread market was valued at US$ 266.33 billion in 2022 and is projected to reach US$ 350.17 billion by 2030; it is expected to register a CAGR of 3.4% from 2022 to 2030.

E-commerce platforms provide consumers the convenience of ordering baked goods, such as bread, from the comfort of their homes. Consumers can browse through a wide variety of bread, compare prices, and choose the trusted brands' products from the labeling instructions and reviews of other consumers, and can place order. This convenience factor of e-commerce is particularly appealing to busy individuals or those who may not have easy access to physical grocery stores. According to the most recent 2020 ARTS release, e-commerce sales increased by $244.2 billion or 43% in 2020, the first year of the pandemic, rising from $571.2 billion in 2019 to $815.4 billion in 2020. Therefore, the recorded rise in e-commerce sales has further encouraged consumers across the globe to adopt e-commerce.

The growth of e-commerce has spurred innovation in packaging, shipping, and delivery methods to ensure the freshness and quality of the bread. Thus, companies have been developing specialized packaging techniques and optimizing delivery logistics to preserve the taste and texture of the bread during transit. On October 22, 2021, Dr Sch?r introduced the world's first recycled plastic packaging for gluten-free bread. This

initiative has created trust in food packaging expertise while maintaining their products' taste, quality, and safety. Further, e-commerce platforms enable bread manufacturers and bakeries to establish direct consumer relationships. By bypassing the intermediaries and traditional retail channels, bakery manufacturers can better understand consumer preferences, receive feedback, and tailor their offerings accordingly. Thus, the major players such as Grupo Bimbo SAB de CV, Dr Schar AG, Dimpflmeier Bakery Ltd, Campbell Soup Co., and Wonder Brands Inc operating in the market are catalyzing their business by distributing their baked goods through e-commerce platforms, which, in turn, drives the global bread market growth.

Based on type, the bread market is segmented into loaves, sandwich bread, baguettes, burger buns, and others. The loaves bread segment accounted for the largest share of the market in 2022, and the burger buns bread segment is expected to register the highest CAGR during the forecast period. Burger buns are soft, round bread rolls designed to hold and complement burgers. They are a crucial component of hamburgers and are commonly used to sandwich the meat patty, along with various toppings and condiments.

In 2021, the economies of various countries showed signs of recovery as governments announced relaxations in the previously imposed restrictions, which subsequently boosted the global bread marketplace. The governing bodies in the globe permitted manufacturers to operate at full capacities, which helped them overcome demand and supply gaps and other shortcomings. Further, vast percentage of people across the globe were fully vaccinated by 2021. As a result of overall progress in the global marketplace, bread manufacturers focused on scaling up their production to revive their businesses. In early 2021, the COVID-19 pandemic prompted many consumers to prioritize health and well-being, increasing demand for healthier bread options. Products such as whole grain, multi-grain, and artisanal bread gained popularity as consumers sought more nutritious choices. With the closure of brick & mortar retail outlets and safety concerns, online grocery shopping and home-delivery services experienced a surge in demand for bread and other baked goods.

Geographically, the bread market is segmented into North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South & Central America. In 2022, Europe held the largest share of the bread market, and Asia Pacific is estimated to register the highest CAGR over the forecast period. According to The Atlantic Area Healthy Food Eco-System (AHFES), in 2020, European bakeries accounted for 34% of the global bakery product sales. Also, Europe was an active market for bakery products in 2020, and registered a share of 41% in the bakery category of new launches in the bakery industry. Russia and Ukraine have been prime wheat, oilseeds, grains, and maize exporters. However, bread, vegetables, and meat became more expensive as prices for cooking oils and fats grew sharply owing to the Russian invasion of Ukraine, which increased the prices of staple foods such as bread. According to the Harmonised Index of Consumer Prices (HICP), in August 2022, bread prices in Europe recorded an average growth of 18% compared to the value in August 2021 (3% higher than in August 2020). This has resulted in consumers shifting from bread to alternative substitutes such as wraps, tortillas, and gluten-free products. Thus, these economic and political uncertainties and buyers' high switching costs hampered the bread market in the region.

Three Bakers Gluten-Free Bakery, Dr Schar AG, FGF Brands Inc, Dimpflmeier Bakery Ltd, Vibrant Health Products Inc, Wonder Brands Inc, Bakers Delight Holdings Ltd, Grey Matlock Bakery Inc, Grupo Bimbo SAB de CV, Campbell Soup Co are among the key players operating in the bread market. These companies are focused on new product launches and geographic expansions to meet the growing consumer demand worldwide.

The overall bread market size has been derived using primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs; business development managers; market intelligence managers; national sales managers; and external consultants, including valuation experts, research analysts, and key opinion leaders, specializing in the bread market.

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