

North America Bread for Foodservice and Retail Market Size and Forecast (2021 - 2031)

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Abstracts

The North America Bread for Foodservice and Retail Market is projected to grow from US\$ 57.7 Billion in 2024 to US\$ 74.9 Billion by 2031, reflecting a compound annual growth rate (CAGR) of 3.8% during this period.

Executive Summary and Market Analysis

The North American bread market is poised for significant growth, driven by evolving consumer preferences. There is a noticeable shift towards healthier and more convenient baked goods, including various types of bread such as baguettes, bagels, and rolls. This trend has led to an increased demand for whole grain and specialty breads, including gluten-free, organic, and artisanal options. Busy consumers view bread as a convenient food choice, which is further propelling the market for ready-to-eat products like sliced bread and sandwiches.

As health and wellness awareness rises, consumers are increasingly interested in functional breads, sourdough, and ancient grain varieties. This shift is reflected in the growing demand for high-quality, nutrient-dense, gluten-free, and low-carb bread options. Market players are responding by offering specialty and artisanal products made with premium ingredients and unique flavors, with consumers willing to pay a premium for these high-quality options.

Strategic Insights

Market Segmentation

By Type: The market is divided into categories such as Sandwich Bread,

Brioche Buns, Ciabatta Rolls, Baguettes, Panini and Focaccia Bread, Hamburger Buns, Hotdog Buns, and Others. In 2024, Sandwich Bread is expected to dominate the market.

By Nature: The market is categorized into Gluten-Free and Conventional, with Conventional bread holding a larger market share in 2024.

By Category: The market is segmented into Frozen, Ambient, and Refrigerated bread, with Ambient and Refrigerated products leading in market share.

By End Use: The market is divided into Retail, Foodservice, Cafes, Quick Service Restaurants, Fast Casual Restaurants, and Others, with Retail being the largest segment in 2024.

Market Outlook

The rise in awareness and diagnosis of gluten-related disorders, such as celiac disease, has led to a growing demand for gluten-free alternatives. Celiac disease is an autoimmune disorder triggered by gluten, prompting affected individuals to seek gluten-free bread options. This trend has encouraged manufacturers to innovate and expand their gluten-free product lines. For instance, in May 2024, Franz Bakery announced new gluten-free offerings, including sourdough and brioche varieties, while T. Marzetti Company launched its first gluten-free frozen bread line in August 2024.

Country Insights

The North American market is segmented by country into the United States, Canada, and Mexico, with the United States holding the largest market share in 2024. The U.S. bread market is expanding due to increased health consciousness and a demand for convenient baked goods. The busy lifestyles of working professionals have led to a surge in the need for quick, ready-to-eat products like sandwiches and bagels. There is a growing preference for breads that incorporate whole grains, multigrains, and added nutrients, prompting manufacturers to innovate. For example, Sara Lee launched a new vegetable-infused white bread in January 2023, fortified with essential vitamins.

Company Profiles

Key players in the North America Bread for Foodservice and Retail Market include

EUROPASTRY, SA, Lantmannen Unibake, Grupo Bimbo SAB de CV, Vandemoortele NV, Conagra Brands Inc, FGF Brands Inc, Rich Products Corp, Flowers Foods Inc, La Lorraine Bakery Group, La Brea Bakery, Fiera Foods Company, B?ckerhaus Veit GmbH, Schripps European Bread, Upper Crust, and VIVESCIA. These companies are employing strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products.

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macroeconomic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country-level data:
- 3.3 Assumptions and Limitations

4. BREAD FOR FOODSERVICE AND RETAIL MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Intensity of Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Materials
 - 4.3.2 Manufacturing Process
 - 4.3.2.1 Mixing Ingredients
 - 4.3.2.2 Rising (Fermentation)
 - 4.3.2.3 Kneading
 - 4.3.2.4 Proofing (Second Rising)

4.3.2.5 Baking

4.3.2.6 Cooling

4.4 List of Vendors in the Value Chain

5. NORTH AMERICA BREAD FOR FOODSERVICE AND RETAIL MARKET – KEY MARKET DYNAMICS

5.1 North America Bread for Foodservice and Retail Market – Key Market Dynamics

5.2 Market Drivers

5.2.1 Increasing Popularity of Convenience and Ready-To-Eat Products

5.2.2 Rising Availability of Bread Through E-Commerce Platforms

5.3 Key Market Restraints:

5.3.1 Fluctuating Costs of Ingredients

5.4 Key Market Opportunities:

5.4.1 Introduction of Innovative Varieties

5.5 Future Trends:

5.5.1 High Demand for Gluten-Free Products

5.6 Impact of Drivers and Restraints:

6. NORTH AMERICA BREAD FOR FOODSERVICE AND RETAIL MARKET – ANALYSIS

6.1 North America Bread for Foodservice and Retail Market Revenue (US\$ Billion), 2021–2031

6.2 North America Bread for Foodservice and Retail Market Forecast Analysis

7. NORTH AMERICA BREAD FOR FOODSERVICE AND RETAIL MARKET ANALYSIS – BY TYPE

7.1 Sandwich Bread

7.1.1 Overview

7.1.2 Sandwich Bread: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

7.2 Brioche Buns

7.2.1 Overview

7.2.2 Brioche Buns: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

7.3 Ciabatta Rolls

7.3.1 Overview

7.3.2 Ciabatta Rolls: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

7.4 Baguettes

7.4.1 Overview

7.4.2 Baguettes: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

7.5 Panini and Focaccia Bread

7.5.1 Overview

7.5.2 Panini and Focaccia Bread: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

7.6 Hamburger Buns

7.6.1 Overview

7.6.2 Hamburger Buns: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

7.7 Hotdog Buns

7.7.1 Overview

7.7.2 Hotdog Buns: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

7.8 Others

7.8.1 Overview

7.8.2 Others: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

8. NORTH AMERICA BREAD FOR FOODSERVICE AND RETAIL MARKET ANALYSIS – BY NATURE

8.1 Gluten-Free

8.1.1 Overview

8.1.2 Gluten-Free: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

8.2 Conventional

8.2.1 Overview

8.2.2 Conventional: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

9. NORTH AMERICA BREAD FOR FOODSERVICE AND RETAIL MARKET ANALYSIS – BY CATEGORY

9.1 Frozen

9.1.1 Overview

9.1.2 Frozen: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

9.2 Ambient and Refrigerated

9.2.1 Overview

9.2.2 Ambient and Refrigerated: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

10. NORTH AMERICA BREAD FOR FOODSERVICE AND RETAIL MARKET ANALYSIS – BY END USE

10.1 Retail

10.1.1 Overview

10.1.2 Retail: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

10.2 Foodservice

10.2.1 Overview

10.2.2 Foodservice: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

10.3 Cafes

10.3.1 Overview

10.3.2 Cafes: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

10.4 Quick Service Restaurants

10.4.1 Overview

10.4.2 Quick Service Restaurants: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

10.5 Fast Casual Restaurants

10.5.1 Overview

10.5.2 Fast Casual Restaurants: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

10.6 Others

10.6.1 Overview

10.6.2 Others: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

11. NORTH AMERICA BREAD FOR FOODSERVICE AND RETAIL MARKET – COUNTRY ANALYSIS

11.1 North America

11.1.1 North America Bread for Foodservice and Retail Market – Revenue and Forecast Analysis – by Country

11.1.1.1 North America Bread for Foodservice and Retail Market – Revenue and Forecast Analysis – by Country

11.1.1.2 United States: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

11.1.1.2.1 United States: North America Bread for Foodservice and Retail Market Share – by Type

11.1.1.2.2 United States: North America Bread for Foodservice and Retail Market Share – by Nature

11.1.1.2.3 United States: North America Bread for Foodservice and Retail Market Share – by Category

11.1.1.2.4 United States: North America Bread for Foodservice and Retail Market Share – by End Use

11.1.1.3 Canada: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

11.1.1.3.1 Canada: North America Bread for Foodservice and Retail Market Share – by Type

11.1.1.3.2 Canada: North America Bread for Foodservice and Retail Market Share – by Nature

11.1.1.3.3 Canada: North America Bread for Foodservice and Retail Market Share – by Category

11.1.1.3.4 Canada: North America Bread for Foodservice and Retail Market Share – by End Use

11.1.1.4 Mexico: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

11.1.1.4.1 Mexico: North America Bread for Foodservice and Retail Market Share – by Type

11.1.1.4.2 Mexico: North America Bread for Foodservice and Retail Market Share – by Nature

11.1.1.4.3 Mexico: North America Bread for Foodservice and Retail Market Share – by Category

11.1.1.4.4 Mexico: North America Bread for Foodservice and Retail Market Share – by End Use

12. COMPETITIVE LANDSCAPE

12.1 Heat Map Analysis by Key Players

12.2 Company Positioning and Concentration

13. INDUSTRY LANDSCAPE

13.1 Overview

13.2 Market Initiative

13.3 Partnerships and Collaborations

13.4 Other Developments

14. COMPANY PROFILES

14.1 Lantmannen Unibake

14.1.1 Key Facts

14.1.2 Business Description

14.1.3 Products and Services

14.1.4 Financial Overview

14.1.5 SWOT Analysis

14.1.6 Key Developments

14.2 Rich Products Corp

14.2.1 Key Facts

14.2.2 Business Description

14.2.3 Products and Services

14.2.4 Financial Overview

14.2.5 SWOT Analysis

14.2.6 Key Developments

14.3 La Brea Bakery

14.3.1 Key Facts

14.3.2 Business Description

14.3.3 Products and Services

14.3.4 Financial Overview

14.3.5 SWOT Analysis

14.3.6 Key Developments

14.4 Flowers Foods Inc

14.4.1 Key Facts

14.4.2 Business Description

14.4.3 Products and Services

14.4.4 Financial Overview

14.4.5 SWOT Analysis

14.4.6 Key Developments

- 14.5 Grupo Bimbo SAB de CV
 - 14.5.1 Key Facts
 - 14.5.2 Business Description
 - 14.5.3 Products and Services
 - 14.5.4 Financial Overview
 - 14.5.5 SWOT Analysis
 - 14.5.6 Key Developments
- 14.6 Fiera Foods Company
 - 14.6.1 Key Facts
 - 14.6.2 Business Description
 - 14.6.3 Products and Services
 - 14.6.4 Financial Overview
 - 14.6.5 SWOT Analysis
 - 14.6.6 Key Developments
- 14.7 La Lorraine Bakery Group
 - 14.7.1 Key Facts
 - 14.7.2 Business Description
 - 14.7.3 Products and Services
 - 14.7.4 Financial Overview
 - 14.7.5 SWOT Analysis
 - 14.7.6 Key Developments
- 14.8 EUROPASTRY, SA
 - 14.8.1 Key Facts
 - 14.8.2 Business Description
 - 14.8.3 Products and Services
 - 14.8.4 Financial Overview
 - 14.8.5 SWOT Analysis
 - 14.8.6 Key Developments
- 14.9 B?ckerhaus Veit GmbH
 - 14.9.1 Key Facts
 - 14.9.2 Business Description
 - 14.9.3 Products and Services
 - 14.9.4 Financial Overview
 - 14.9.5 SWOT Analysis
 - 14.9.6 Key Developments
- 14.10 Schripps European Bread
 - 14.10.1 Key Facts
 - 14.10.2 Business Description
 - 14.10.3 Products and Services

- 14.10.4 Financial Overview
- 14.10.5 SWOT Analysis
- 14.10.6 Key Developments
- 14.11 Vandemoortele NV
 - 14.11.1 Key Facts
 - 14.11.2 Business Description
 - 14.11.3 Products and Services
 - 14.11.4 Financial Overview
 - 14.11.5 SWOT Analysis
 - 14.11.6 Key Developments
- 14.12 Upper Crust
 - 14.12.1 Key Facts
 - 14.12.2 Business Description
 - 14.12.3 Products and Services
 - 14.12.4 Financial Overview
 - 14.12.5 SWOT Analysis
 - 14.12.6 Key Developments
- 14.13 FGF Brands Inc
 - 14.13.1 Key Facts
 - 14.13.2 Business Description
 - 14.13.3 Products and Services
 - 14.13.4 Financial Overview
 - 14.13.5 SWOT Analysis
 - 14.13.6 Key Developments
- 14.14 VIVESCIA
 - 14.14.1 Key Facts
 - 14.14.2 Business Description
 - 14.14.3 Products and Services
 - 14.14.4 Financial Overview
 - 14.14.5 SWOT Analysis
 - 14.14.6 Key Developments
- 14.15 Conagra Brands Inc
 - 14.15.1 Key Facts
 - 14.15.2 Business Description
 - 14.15.3 Products and Services
 - 14.15.4 Financial Overview
 - 14.15.5 SWOT Analysis
 - 14.15.6 Key Developments

15. APPENDIX

15.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. North America Bread for Foodservice and Retail Market Segmentation

Table 2. List of Vendors

Table 3. North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Table 4. North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion) – by Type

Table 5. North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion) – by Nature

Table 6. North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion) – by Category

Table 7. North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion) – by End Use

Table 8. North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion) – by Country

Table 9. United States: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Type

Table 10. United States: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Nature

Table 11. United States: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Category

Table 12. United States: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by End Use

Table 13. Canada: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Type

Table 14. Canada: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Nature

Table 15. Canada: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Category

Table 16. Canada: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by End Use

Table 17. Mexico: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Type

Table 18. Mexico: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by Nature

Table 19. Mexico: North America Bread for Foodservice and Retail Market – Revenue

and Forecast, 2021 – 2031(US\$ Billion) – by Category

Table 20. Mexico: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021 – 2031(US\$ Billion) – by End Use

List Of Figures

LIST OF FIGURES

Figure 1. North America Bread for Foodservice and Retail Market Segmentation – Country

Figure 2. Porter's Five Forces Analysis

Figure 3. Ecosystem: Bread Market

Figure 4. International Wheat Prices (US\$/Ton)

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. North America Bread for Foodservice and Retail Market Revenue (US\$ Billion), 2021–2031

Figure 7. North America Bread for Foodservice and Retail Market Share (%) – by Type (2024 and 2031)

Figure 8. Sandwich Bread: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 9. Brioche Buns: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 10. Ciabatta Rolls: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 11. Baguettes: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 12. Panini and Focaccia Bread: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 13. Hamburger Buns: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 14. Hotdog Buns: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 15. Others: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 16. North America Bread for Foodservice and Retail Market Share (%) – by Nature (2024 and 2031)

Figure 17. Gluten-Free: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 18. Conventional: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 19. North America Bread for Foodservice and Retail Market Share (%) – by Category (2024 and 2031)

Figure 20. Frozen: North America Bread for Foodservice and Retail Market – Revenue

and Forecast, 2021–2031 (US\$ Billion)

Figure 21. Ambient and Refrigerated: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 22. North America Bread for Foodservice and Retail Market Share (%) – by End Use (2024 and 2031)

Figure 23. Retail: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 24. Foodservice: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 25. Cafes: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 26. Quick Service Restaurants: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 27. Fast Casual Restaurants: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 28. Others: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021–2031 (US\$ Billion)

Figure 29. North America Bread for Foodservice and Retail Market Breakdown, by Key Countries, 2024 and 2031 (%)

Figure 30. United States: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021– 2031 (US\$ Billion)

Figure 31. Canada: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021– 2031 (US\$ Billion)

Figure 32. Mexico: North America Bread for Foodservice and Retail Market – Revenue and Forecast, 2021– 2031 (US\$ Billion)

Figure 33. Heat Map Analysis by Key Players

Figure 34. Company Positioning and Concentration

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